

# CHEMIST & DRUGGIST

OVER THE  
COUNTER INSIDE

The newsworthy for pharmacy

May 29, 1993

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### War of words over PSNC's petition

NPA objects to  
Boots' Post  
Office leaflets

Hillingdon trial  
referral forms

No concessions  
from AAH's Orme

Numark send  
survival kit from  
Hong Kong

Record crowds at  
Unichem show

PAGB's space  
man lands on  
GSL shelf

JRC sign up to  
support Unipos  
shops shortly



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# CHEMIST & DRUGGIST

INCORPORATING RETAIL, CHEMIST & PHARMACY UPDATE

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## Comment

Dispensing assistants and pharmacy assistants are key to the running of any community pharmacy business and their training is an essential ingredient for success. On-the-job training is invaluable initially but the next step should be to formalise procedures either through distance learning packages, day release, evening training sessions or the like, with certificates a welcome mark of recognition for the assistant and an assurance for the customers who see them arrayed on the pharmacy wall.

The Royal Pharmaceutical Society and the National Pharmaceutical Association play their part, but so too do manufacturers and wholesalers who run seminars of high quality, usually without pushing their brands too hard. Indeed, at their Convention in Hong Kong this week (see p991), Numark announce a new customer care training programme for assistants. *Chemist & Druggist* has contributed, running 28 co-sponsored seminars for pharmacists and assistants since June 1987. And then there are the update articles in the pharmaceutical Press — AAH marketing manager David Watkinson endorsed their value last week at the AAH Conference (p948).

In *C&D* pharmacists get technical articles in the majority of the 26 features on different pharmacy markets

that are covered annually. And since January Pharmacy Update has been concentrated into the centre of the first and third issues of a month as a pull-out supplement comprising a minimum of 8 pages, six of them editorial, and designed to be kept in a Glaxo-supplied binder.

This week the pharmacy training vehicle for assistants — *C&D's Over the Counter* supplement now in its fifth year — gets a face lift and its own binder which has been sponsored by Janssen Pharmacy Division and Daktarin. Research shows OTC is valued by assistants for its lively content and easy-to-read and well-illustrated articles.

So pharmacists, how about giving your staff a little longer at coffee to read, learn and inwardly digest those product training and shopcraft tips in *C&D's OTC* that will enable them to add extra sparkle and informed advice to their sales pitch. The unabashed aim of the Numark assistant training package is to help independents "retain their competitive edge". *C&D* endorses that belief and as this week's 52-page bumper *OTC* supplement shows.

Please encourage its use this week — and next! Pull it out and keep it in the Janssen binder. Training material that enables the assistant to fully support the pharmacist in primary healthcare should be in stock and on-shelf!



# War of words over PSNC's protest petition

The Government has slammed a petition from NHS patients, concerned about the future of their local pharmacies, as "premature and based on a misconception".

The petition, organised by the Pharmaceutical Services Negotiating Committee, was handed in to the Department of Health on May 20 by chairman David Sharpe, secretary Steve Axon and assistant secretary Mike King. Mr King told *C&D* that the number of signatures have since topped half a million.

Commenting to the receipt of the petition, Minister for Health Dr Brian Mawhinney stressed it was not part of the Government's policy to discriminate against small pharmacies.

"We wish to move to a system which remunerates all pharmacists fairly, is related to

performance in developing a wider health role and which provides an incentive to improve cost efficiency," he said. "We want value for money from the £630 million we spend on pharmacists' pay."

PSNC reacted angrily to Dr Mawhinney's statement with chairman David Sharpe describing the Minister's comments as "ill-considered and misleading".

Proposals for a 2,000 script threshold have been on the table for over two months but, despite pressure from the public, MPs and pharmacists, the Government had refused to withdraw it, Mr Sharpe said.

"It is about time Ministers started to listen to the professionals who provide the service and the patients who rely on it," said Mr Sharpe. "How

many more bloody noses do Ministers have to suffer before they start to listen?"

He pointed out that all pharmacies below the 2,000 threshold would be prevented from receiving the Professional Allowance of £500 a month despite the fact that many provided the services that the Allowance was intended to recognise.

"Dr Mawhinney claims to support small pharmacies. If he really means it, I challenge him today to withdraw this damaging proposal that would cause the closure of many small pharmacies and create great financial hardship among even more."



The burden of public pressure — PSNC's Mike King (left), David Sharpe (centre) and Steve Axon en route to the Department of Health

## Threat to free prescriptions meets strong opposition

Treasury demands for a substantial increase in the yield from prescription charges have added a new dimension to the controversy over the proposal that only pharmacists handling 2,000 prescriptions a month should qualify for the new Professional Allowance.

Many Tory MPs are still demoralised by the recent electoral reverses suffered by the Government and they reacted angrily to suggestions linked to Mr Michael Portillo, Chief Secretary to the Treasury, that better off retirement pensioners should no longer be exempt from the £4.25 per item charge.

With Labour and Liberal

Democrat MPs determined to oppose such a change and the likelihood of a rebellion by Tory back-benchers, Mr Andrew Bowden, the Conservative MP who chairs the all-party retirement pensioners group, has declared that it would have no Commons' approval. A possible compromise could lead to pensioners not solely dependent on the state pension buying a prescription "season ticket" for an annual charge.

Mr Patrick Nicholls, a Tory back-bencher who opposes the proposed 2,000 per month prescription threshold, has suggested to the DoH that if a threshold is introduced it should

## Remuneration concerns get national publicity

The furore over the Government's remuneration proposals appears to have moved from the local to the national arena thanks to coverage in newspapers and on radio. The threat posed to small pharmacies by the introduction of the 2,000 script qualifying limit for the new Professional Allowance sparked articles in the *Daily Telegraph* (May 18), *Sunday Telegraph* (May 23) and the *Daily Mail* (May 24).

Meanwhile, David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee,

appeared on Radio 2's "Jimmy Young Show" (May 25).

When asked by Mr Young what was the thinking behind plans to introduce the new system, Mr Sharpe replied: "Ah, thinking. That's a good question. I don't think I can answer that because the Treasury are not noted for their thinking and one can presume that this is a Treasury mandate to the Department of Health."

Pressed to say what the reason behind the current situation was, Mr Sharpe said it appeared to be

be on a selective basis. Mr Nicholls told *C&D* that he would be "surprised" if he did not get a favourable response from the Government.

Dr Brian Mawhinney, the

Health Minister, told Mr Harry Barnes (Labour) in the Commons on Tuesday that no firm figures were available about likely savings from ending the universal exemption from prescription charges for pensioners, children and pregnant women. He added: "Any savings which might accrue from ending universal charge exemption from the groups cited would be abated by the cost of income related remission under the NHS low income scheme, exemptions on medical grounds and by the take-up of prescription pre-payment certificates."

Dr Mawhinney stated that in 1992, an average of 1.06 million prescription items were dispensed each day by community pharmacists and appliance contractors of which about 858,000 went to patients exempt from charge remission and some 202,000 to patients who paid charges or held pre-payment certificates.

Ms Dawn Primarolo, Labour's Shadow Health Minister, is the





## Bottomley briefing 'inaccurate' says Sharpe

A briefing on pharmacists' remuneration, sent to MPs by the Secretary of State for Health, has been branded "inaccurate and incomplete" by David Sharpe.

A copy of the briefing was sent to PSNC by Virginia Bottomley after Mr Sharpe asked for clarification of proposals for a 2,000 prescription threshold for the Professional Allowance.

This followed a letter to a constituent from MP Sir George Gardiner in which he said Mrs Bottomley had assured him that the DoH's proposals "had been scrapped completely".

In her briefing Mrs Bottomley says the Government attaches particular importance to supporting essential small pharmacies and does not have a policy of putting any pharmacy out of business.

A question and answer format

and suggested paragraphs for replying to constituent's letters have also been circulated.

In his reply, Mr Sharpe says that the Secretary of State's letter "does nothing to assuage our very great concern about the way that ministers and officials are conducting themselves during the present negotiations."

Mrs Bottomley's briefing says: "Our original proposal for the interim year of 1993/94 included an initial lump-sum Professional Allowance with a minimum threshold of 2,000 prescriptions a month. The PSNC suggested a lower figure and we are now discussing the long-term shape of the Allowance."

Mr Sharpe claims that the briefing gives the impression that the 2,000 threshold proposal has been withdrawn but says that in negotiations this is not the case.

the notion of "a demonstrable contribution to the NHS".

When asked if it was likely that dispensing doctors would give up this function to help the pharmacies, Mr Sharpe replied: "No chance of that whatsoever."

Turning to the strength of support for pharmacy from MPs, the PSNC chairman admitted that he was more optimistic than he was four to six weeks earlier.

"We have had incredible support from all sides of the House and the House of Lords," he told Mr Young. "MPs are very concerned that their constituents are going to be deprived of reasonable access to pharmacy."

Following the interview Mr

leading signatory of a Parliamentary Motion which condemns the Government for considering the abolition of free prescriptions for pensioners and pregnant women.

• There has also been condemnation of the move from pharmacy organisations. David Coleman, president of the Royal Pharmaceutical Society, told the presenter of "Morning report" on Newstalk station (May 21) that people do ask their pharmacist for advice about which medicines to have if they can't afford to pay for all the items prescribed by their GP.

He added "If they are floating an idea like that the Health Secretary ought to be talking to the pharmaceutical and medical professions, because people are going to be very worried."

The National Pharmaceutical Association also urged the Government to think carefully before introducing changes which, they said, would increase the number of people who are put off going to the doctor.

## GP fights for pharmacist

A fundholding GP in Walsall is fighting to employ a pharmacist to dispense from his practice.

But Dr Denys Wells' local FHSa has rejected his application for a pharmacy at Northgate Health Centre, Aldridge, as neither necessary nor desirable. He has since appealed.

The pharmacist involved has helped the surgery develop a formulary on a consultancy basis. Besides dispensing, she would also undertake domiciliary work, look after medicines in homes and help control drugs budgets.

Dr Wells was quoted in last week's *MIMS Magazine Weekly* as saying: "To be a good prescriber you'll need to get a pharmacist

involved. I can see a time when we are the diagnosticians and they are the prescribers."

The health centre's practice manager, Paul Glover, told *C&D* that the object would be closer co-operation between GP and pharmacist to benefit patients. There would be more continuity as the pharmacist would have access to the patients' files.

Walsall LPC opposed the application saying the new pharmacy would not offer any services not already provided by existing pharmacies.

• The pharmacy department at Keele University, is to pilot a scheme to introduce part-time pharmacists to GP fundholders.

## Boots target old at Post Office

Boots the Chemists have publicised their repeat prescription collection service to pensioners through selected Post Offices.

The one week trial ran between May 17 and 24 over a wide area of Southern England. It has sparked protests from the National Pharmaceutical Association.

A spokeswoman for Boots explained that the trial was "to determine what level of commitment there was for a

prescription collection service." She confirmed it was only pensioners who had been targeted with information.

When collecting their pensions senior citizens were given a leaflet explaining: "If you have regular repeat prescriptions we can make life a little easier for you."

"If you wish, we can now pick up your repeat prescriptions from selected local surgeries on your behalf, free of charge. Then all you have to do is call into Boots where your medicine will be ready for collection."

Customers are invited to fill in forms making the necessary arrangements with their surgery and local Boots. The leaflet mentions the word "pharmacy" seven times and "Boots the Chemists" twice.

The NPA is objecting on the grounds that the leaflet could make the Boots' service appear to be endorsed by the Post Office and hence a Government-approved scheme. "If the leaflets are specifically thrust at pensioners that's going a bit too far," says pharmacist administrator John D'Arcy.

The NPA has referred the matter to the Royal Pharmaceutical Society's Law Department. A spokeswoman said the Society had asked Boots for more details about the scheme and would only then be able to decide if the company had contravened the Code of Ethics.

The Code was unclear on this issue and the matter might have to be referred to Council's Law and Ethics Policy Committee.

Post Office Counters Ltd operate an advertising service through which companies can target specific groups such as car owners (when they renew tax discs) and pregnant women (when they claim benefits).

## Selected List progress

Industry sources say that the Advisory Committee on NHS Drugs is proposing two categories of topical anti-rheumatics to be prescribable on the NHS — traditional rubefacients costing no more than £1.90 for 100g and non-steroidal anti-inflammatory drugs costing £7 for 100g.

The Department of Health has refused to confirm or deny these reports but says the full Committee will consider the industry's response to its proposals on June 9. Topical anti-rheumatics were the first of the ten therapeutic categories being reviewed for the extended Selected List scheme.

The Committee has also considered preliminary reports from sub-groups looking at hypnotics and anxiolytics, drugs used in anaemia, and topical corticosteroids. At the meeting on June 9 the Committee will examine information on drugs for vaginal and vulval conditions, appetite suppressants and anti-diarrhoeals, and intends to consider preliminary reports from sub-groups looking at drugs for skin conditions and contraceptives.

The Department says no date has been set for making public the Selected List extensions.

## Audit details requested

The Royal Pharmaceutical Society's audit development fellow is compiling a database of audit activity in pharmacy.

Members and organisations are invited to submit details of any recent, current and planned activity which they consider to be professional audit, including self audit, peer review, service review, and quality assurance of services.

A copy of any information on audit activity in Scotland and Wales will be sent to the audit centres in these countries.

Information should be submitted under the following headings: name, address, telephone and fax numbers of member or group co-ordinator; employing authority or company; brief summary of audit activity, with further details if available; if not self audit, the names and professions of others involved; dates or proposed dates of activity. If there is more than one audit, the above information should be given separately for each.

The information should be sent to David Preece at 1 Lambeth High Street, London SE1 7JN by June 25.



# Hillingdon trial referral forms

Practitioners in Hillingdon are to participate in a pilot project for pharmacist referral forms. The project, which will run initially for six months, was to be launched on May 26 after a training meeting for pharmacists on asthma.

Carol Edwards, director of corporate services at Hillingdon Family Health Services Authority, told *C&D* that the idea for the scheme had come from the Joint Working Party Report on the future of community pharmacy plus support for the service from the National Association of Health Authorities and Trusts and the PSNC.

Guidelines have been produced for the scheme, which has the backing of the both the LPC and the Local Medical Committee.

"I am a great believer that pharmacy has a tremendous part to play in healthcare not just in dispensing prescriptions," she said. "I see this scheme as a tool which will enhance their position with the public and with GPs."

All pharmacists in Hillingdon will be offered the referral forms, which are based on an original by the NPA. One copy of the triplicate form is given to the patient, one is kept by the pharmacist and the third will be sent to the FHSA for evaluation.

Guidelines say that the forms should only be used in consultation with a patient who has sought advice from a pharmacist and who the pharmacist considers needs advice/treatment from the GP rather than from the pharmacist himself. In the majority of cases, the forms should be used when the pharmacist has declined to supply medication requested by the patient. It can also be used for test results and, if the patient's

condition is serious enough, can be backed up by a telephone call.

The forms should not be used to alert GPs to a query on a prescription or to replace the normal routine advice that patients see their GP if symptoms persist, says the Authority.

In recognition of co-operation in the referral form scheme, the FHSA is looking at providing pharmacists with stands for

healthcare literature, hopefully in the Autumn. "We have a fantastic pharmacy service in Hillingdon," she says. "We want to look after it."

The FHSA is also working on a project to provide additional medicine labels in minority languages and to extend their six-monthly collection of pharmaceutical waste to GP surgeries later in the year.

## Bradford pharmacist struck off following conviction

A Bradford pharmacist who was convicted of supplying Controlled Drugs to addicts and false accounting has been struck off the Register of the Royal Pharmaceutical Society by the Statutory Committee.

Harjit Singh Matharu, who runs H.S. Chemists at 16 Carlisle Road, Bradford, was arrested together with his assistant (referred to as Mr R.P.), on April 20, 1990 by undercover police officers posing as addicts.

Mr Matharu pleaded guilty to 24 charges at Leeds Crown Court on September 4, 1991 including supplying drugs to addicts, false accounting, improperly labelling drug bottles and failing to keep an adequate drugs register during late 1989 and early 1990. He received two years imprisonment suspended for two years together with £500 costs.

Mr R.P. pleaded guilty to five specimen charges of selling Class "C" drugs. He was given two years probation with a condition that he received treatment.

Detective Chief Inspector Brian Steel, who had been in charge of the drug squad in Bradford, said that in the process of making his arrest, Mr Matharu took a telephone call in which the caller seemed to be fixing a drugs drop. Asked if he often acted as an intermediary in setting up drug deals, Mr Matharu said he did not know what the caller was talking about.

Asked why he sold codeine linctus at double the price, Mr Matharu, of Adel, Leeds, told police officers that it was his way of controlling the supply of drugs in the hope that addicts could not afford them.

The police became involved after complaints from addicts, nurses, doctors and pharmacists over the supply of methadone, temazepam and DF118, Mr Joselyn Hill, solicitor for the Society, told the Committee.

Mr Matharu, who registered in 1977, admitted paying Mr R.P., who has a "terrible drink problem" in sherry and giving codeine linctus in credit.

John Goodwin, for Mr Matharu, said the codeine linctus

was only sold in small amounts. Because of the high costs, addicts stopped asking for it. He said it was not a question of over supplying drugs, it was failure to follow prescription details.

He said: "Although Mr Matharu has received these convictions he has been practising in the same place since the raid. It does not appear that he is unfit to practise as a pharmacist. Under stricter control he can run a pharmacy in accordance with the law." He said his client no longer supplied methadone.

Directing that his name be struck off the Register with immediate effect, Committee chairman Mr Gary Flather QC said: "We find that these convictions means that this pharmacist is unfit to be registered." Reasons for his removal from the Register will be given at a later date.

## Inner city violence

The provision of pharmaceutical services in inner city areas may be compromised because of an inability to provide secure premises, an LPC has warned.

A spate of violent attacks on community pharmacies in the Bristol area has prompted calls for additional resources to help with security. Avon LPC has written to the FHSA general manager to highlight the problem and to urge him to lobby the Department for additional resources for security.

"Every day in Inner City Bristol pharmacists go to work in fear of attack," says LPC secretary Alister Rutherford. There have been five attacks in Bristol in the last 14 days. In one, the pharmacist, staff and customers were threatened by five youths with knives and broken bottles.

Unlike GPs, pharmacists are unable to secure improvement grants for their premises, says Mr Rutherford. "The grave danger is that someone will be seriously injured."

## Lloyds gain College of Pharmacy Practice accreditation

Lloyds Chemist have been accredited as a producer of distance learning training packages by the College of Pharmacy Practice.

The bi-monthly modules, the first four of which were launched by Lloyds in February, will now count as units of postgraduate study towards the College's continuing education requirements of 20 hours per week.

The training package is designed to increase professionalism and to encourage pharmacists to contribute more fully as part of the primary healthcare team. Each module consists of a self-study workbook — with pharmacy practice, therapeutics, and responding to symptoms — which has to be completed within a set timescale.

Recognising the need for dispenser training to complement the changing role of the pharmacist, Lloyds have also launched a two-year bi-monthly training course for dispensing assistants. This is intended to encourage a more professional service with dispensers providing better pharmaceutical continuity.

Commenting on the accreditation, Dr Dick Middleton, Lloyds' superintendent pharmacist, said that training had always been an "integral" part of Lloyds culture, adding: "I am convinced that training is the key to our future growth and that these new initiatives provide an answer to the needs of the profession."

## NI prosecution

Joseph Henry Sinclair Allen, a registered pharmacist of 26 James Street, Cookstown, co Tyrone, has been prosecuted by the Department of Health and Social Services for an offence under the Medicines Act 1968. On April 22, he was fined £100 with costs of £5 in respect of a charge relating to the sale of medicinal products for veterinary purposes otherwise than in accordance with a prescription.

## LPC correction

In *C&D* (May 15 p886) we incorrectly stated that Peter Jenkins is chairman of West Glamorgan LPC. In fact Mr Jenkins chairs Mid-Glamorgan LPC. We apologise for any confusion caused.

## Children's survey

The survey into the tastiness of children's antibiotics was carried out independently, and not as previously stated (*C&D* May 15 p886).



Numark's David Wood warns pharmacists taking a passive role in marketing their businesses not to complain if they find themselves under attack. "Boots have been leading the way in the active procurement of scripts, and as much as it might grieve us, are to be admired for being pro-active," he tells Hong Kong delegates: p991



## MP queries cost of lens products

Mr Nigel Griffiths, Labour spokesman on consumer affairs, has led a protest in the Commons about the high price of contact lens solutions.

He has tabled a Parliamentary motion stating that some standard bottles of cleaning solution cost the equivalent of 12 times the price of whisky and 300 times the price of petrol.

Mr Griffiths claims that serious eye infections are being caused because some people cannot afford to clean their contact lenses.

He has called on the Government to ensure that pressure is put on the manufacturers and retailers to reduce the price of contact lens solution for Britain's 3 million users.

## Formulary project praised

A programme to develop GP practice formularies has been praised in an NHS report as "particularly innovative".

The NHS Drug Advisory Service on Services for Problem Drug Users in Mid-Glamorgan reported that information obtained by the Formulary Development Programme, and the resulting changes, were exceptional and should be applied elsewhere.

The work, co-ordinated by FHSa pharmaceutical adviser Andrew Burr, centres around a pharmacist advising GPs on rational prescribing.

## GPs question prescription charges

More than 60 per cent of GPs are unhappy with the current prescription charging practice. Half of all respondents to a recent survey said £3 would be an appropriate charge.

The poll of more than 650 GPs was conducted by *Financial Pulse*. A third of those questioned believed all patients should pay a fixed rate for their prescriptions, with half of these stating £3 would be the correct charge.

A quarter called for charges to be proportionate to the costs of drugs, although exemptions would remain, while a number of also called for charges to be linked to ability to pay.

Respondents also suggested that OTC drugs be banned from prescription.



## Educate MPs by point counter point — it works!

I do enjoy a good fight, and with the Pharmaceutical Services Negotiating Committee and the Department of Health now battling in the Doldrums, the attention is well and truly on our influential representatives in the House of Commons.

I took the National Pharmaceutical Associations's excellent advice, wrote a personal letter to my Member of Parliament and, as expected, received a slightly adapted standard Department of Health letter in return. Not to be dissuaded, I then replied to the points made, at the same time emphasising my contribution to community health care, and a small correspondence ensued.

I think my point of view is slowly gaining ground and that must be all to the good. Wars of attrition work both ways and by the time 500 odd MPs have received three or four properly argued letters from each of their own pharmaceutical constituents, the political pressures on the Department to consider real compromise will have become enormous.

My individual campaign appears to be yielding results,

so the message to all pharmacists must be not to stop at that first letter, but use its reply as the starting point for an educative process the like of which MPs never before will have experienced from community pharmacy.

## 'OP' — whose OPs — what OP?

One of the most irritating problems I am experiencing with computer-generated prescriptions is the use of the "OP" convention. This facility was probably originally incorporated into medical software as a fail-safe system for those operators who were unfamiliar with the pack sizes of unusual products, but its use has now reached abuse proportions and a lot of unnecessary aggravation is the result.

Last week I received a prescription for "Claritin tabs, mitte, 1 OP". Previously this prescription had never been a problem because there was only a single pack size of 30 tablets, but now an OTC pack of 5 exists and that, as I tried to explain to the patient, is what legally I have to dispense. Tempers became a little fraught before the affair was satisfactorily resolved but the culprit in this case was neither myself, the patient, nor the prescriber really, but the "OP facility" on the programme which allows such laxity in prescribing.

This is only one example, but there are many others eg "ephedrine nasal drops, 1 OP" ... 500ml? "NA-dressings, 1 OP" ... 1 dressing? "Normasol sachets, 1 OP" ... 250 sachets? All absurd interpretations maybe, but that is how they would be paid for by the Prescription Pricing Authority.

The OP convention is convenient for forgetful doctors, but it encourages lazy prescribing. Perhaps here is an area for constructive liaison between our two professions, where a convention that presently causes unnecessary

inconvenience to our "clients" could be quickly eliminated by a simple updating of surgery software to require the prescribing of precise quantities!

## Pharmacy labourers worthy of their hire

I may not wish to go as far as Sir Roy Griffiths suggested at the recent Vantage convention in Seville and provide a domiciliary service in house maintenance (C&D May22, p54), but his words must give considerable food for thought. The concept of the NHS as the universal provider of all health services must now be over and, more and more, only the core services of the health professions will be available on demand and free of charge.

So far community pharmacy has reacted to the demands of an extended role by visualising these services in the context of the NHS but, because of commercial pressures and Departmental refusal to provide extra resources, the profession has provided the majority of them for free. This cannot continue indefinitely because it will quickly become uneconomic and — even if the spirit is willing — time will rapidly prevent any further development. I only have one pair of hands and cannot supervise a busy pharmacy and provide comprehensive external services at the same time.

However, Sir Roy is right. There is a market for these services and if I, however willing, am unable to provide them for free then perhaps I should be offering them on a more systematic and commercially acceptable basis.

Community pharmacy now is not only allowed to advertise but will very soon be penalised if it does not. So far I have not formulated my practice leaflet, but in the light of Sir Roy's prophetic thoughts, I will now incorporate the offer of an extra-contractual domiciliary service for which I will, without apology, make a reasonable charge. I know that those patients for whom I presently operate this service appreciate its voluntary nature and are suitable appreciative.

# Topical REFLECTIONS



# Scriptspecials

## Risperdal: new antipsychotic

Risperdal (risperidone) is the first of a new class of antipsychotics, the benzisoxazoles, which is indicated for the treatment of acute and chronic schizophrenia. It is said to be effective against both the positive and negative symptoms of the disease and is better tolerated by patients. The tablets are being introduced in the UK as part of a co-promotion agreement between Janssen and Organon Laboratories Ltd.

Risperidone is a selective monoaminergic antagonist with a high affinity for both serotonergic 5-HT<sub>2</sub> and dopaminergic D<sub>2</sub> receptor which is thought to explain its efficacy against the negative and affective symptoms, which are more prominent in chronic schizophrenia, as well as the positive symptoms which predominate in acute cases.

The balanced blocking of dopamine and serotonin receptors is also associated with a reduction in the incidence and severity of extra-pyramidal side effects which many patients find unacceptable.

Clinical trials carried out by the company have shown risperidone to be more effective than haloperidol, and as effective as clozapine in treating acute schizophrenia. In patients with acute schizophrenia risperidone was comparable to or superior to

haloperidol in controlling positive and negative symptoms.

Risperidone is considerably more expensive than the conventional neuroleptics. It is comparable in cost to clozapine but unlike clozapine it is not associated with agranulocytosis so there is no need for blood monitoring. Janssen also say that the improved compliance and better control of symptoms will lead to fewer hospital admissions and long term savings for the NHS.

**Product licence holder** Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ

**Presentation** Film coated tablets  
**Indications** Treatment of acute and chronic schizophrenic psychoses, and other psychotic conditions in which positive symptoms and negative symptoms are prominent. Risperdal also alleviates affective symptoms, such as depression and anxiety, associated with schizophrenia.

**Dosage and administration** Starting dose 1mg twice daily. Patients should be titrated to 3mg twice daily over three days. Usual maintenance dose 2mg to 4mg twice daily.

In elderly patients the recommended starting dose is 0.5mg twice daily increasing to a maintenance dose of 1mg to 2mg

twice daily.

**Contraindications** Known hypersensitivity to the product

**Precautions** Use with caution in patients with known cardiovascular disease, epilepsy or Parkinson's disease. Its safety in pregnancy has not been established and it should only be used in such women if benefit outweighs the risk. Not recommended in children under 15 years

**Warning** Risperdal may interfere with activities requiring mental alertness. Therefore patients should be advised not to drive or operate machinery until their individual susceptibility is known

**Interactions** Use with caution in combination with other centrally acting drugs. It may antagonise the effect of levodopa and other dopamine-agonists

**Side effects** Generally well tolerated. Common side effects are: insomnia; agitation; anxiety, and headache

**Legal category** POM

**Packs** 1mg: starter pack of six tablets (£4.26) and packs of 20 tablets (£13.80),

2mg x 60 tablets (£81.60)

3mg x 60 tablets (£120.00)

4mg x 60 tablets (£158.40)

**Product licence numbers**

1mg: 0242/0186 2mg: 0242/0187

3mg: 0242/0188 4mg: 0242/0189

**Issued** March 1993

### Medical matters

## Yellow Alert

In Britain at least one child dies every week from liver disease and many more require transplants because healthcare professionals and parents do not recognise the warning signs, such as persistent jaundice, yellow-coloured urine and pale coloured stools.

The Yellow Alert Campaign, launched this week by the Children's Liver Disease Foundation calls for all babies who remain jaundiced two weeks after birth to have a urine and blood test to establish whether liver disease could be present.

Professor Alex Mowat of the Paediatric Liver Unit, King's College Hospital, said that this simple test will cut deaths and transplant by half if it is carried out early enough.

• A Pharmacy Healthcare leaflet, aimed at parents has been produced to co-ordinate with the Yellow Alert campaign.

## Lipid-lowering drugs

Only patients, at very high risk of death from coronary heart disease seem to gain mortality benefits from cholesterol lowering drugs, concludes a report in this week's *British Medical Journal*. It also found that population cholesterol screening could result in large numbers of people receiving treatment that is of no benefit

and may even be detrimental.

Meta-analysis of results of randomised controlled trials of cholesterol-lowering therapy, only found a net benefit, in terms of total mortality, in trials including patients at very high risk of CHD. In a medium risk group no net effect was seen and in the low risk group there were adverse treatment effects.

## Vitamin E and CHD

Vitamin E supplements have been associated with a reduced risk of coronary heart disease (CHD) in two American studies involving almost 40,000 men and over 87,000 women. However, the authors of the studies, published in the *New England Journal of Medicine*, caution that public policy recommendations with regard to the use of vitamin

E supplements should await the results of further studies.

Women who took vitamin E supplements for more than two years had a relative risk of CHD of 0.59 after adjusting for age, smoking and CHD risk factors. Men who took at least 100IU vitamin E per day for at least two years had their risk of CHD cut by a third.

### PSNC news

The PSNC has been aware of the problems some contractors have been experiencing with prescription forms in Group 1 (the exempt bundle) where the declaration has not been completed by the patient or their representative. Following representations by the PSNC to the PPA, in future, letters will be sent to contractors informing them of the situation, and also to the FHSA to support any claim made by the pharmacist. In the letter to the FHSA the PPA points out that it has no authority to return unsigned forms to contractors for retrospective exemption signatures.

### Symmetrel colour

Ciba have changed the colour of both the cap and the body of Symmetrel capsules from scarlet to reddish-brown. **Ciba Pharmaceuticals. Tel: 0403 272827.**

### Zita (cimetidine)

Eastern Pharmaceuticals are introducing Zita (cimetidine) in three strengths: 200mg x 120; 400mg x 60, and 800mg x 30. The NHS price for each of the three packs is £10.25. **Eastern Pharmaceuticals Ltd. Tel: 081-569 8174**

### Becotide Suspension

Allen & Hanburys say they have been unable to validate some new batches of Becotide Suspension for Nebulisation following the relocation of the production line to a new site. Although stocks to wholesalers are being rationed the company warns that the suspension may be out of stock from the beginning of June. For advice on how to manage patients while the product is unavailable contact the Medical Information Department at **Allen & Hanburys Tel: 081-990 3001.**

### OPD Ludiomil 10mg

Ludiomil 10mg tablets are now available in a new "OPD" pack (28, £0.84). **Ciba Pharmaceuticals. Tel: 0403 272827.**

### Evans to Link

Evans Medical are transferring the responsibility for the marketing and distribution of: Eudemine injection 300mg x 5; Tertoxin tablets 200mcg x 100, and Triiodothyronine Injection x 3, to Link Pharmaceuticals. Farillon Ltd will be acting as the distributors for Link and all orders should be directed to: **Farillon Ltd. tel: 0708 379000.**

### Discontinuation

Zyma Healthcare are discontinuing Sabidal SR 270 tablets. **Zyma Healthcare. Tel: 0306 742800.**



On 1st June 1993  
SmithKline Beecham will  
take on full responsibility for the  
marketing, sales and distribution for  
the Contac 400 brand.

# CONTAC<sup>400</sup><sup>TM</sup>

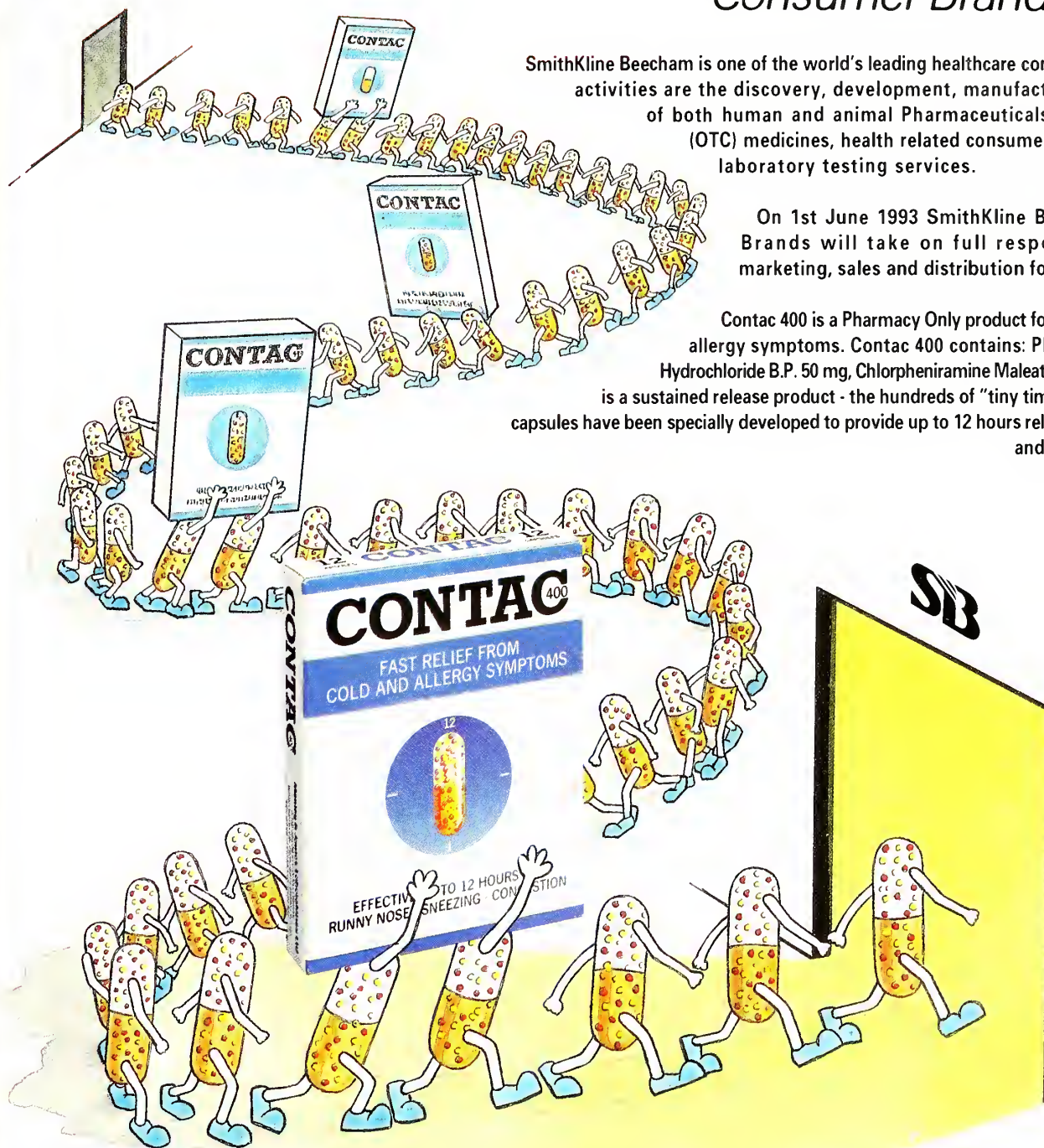
## *is moving to*

**SB**  
**SmithKline Beecham**  
*Consumer Brands*

SmithKline Beecham is one of the world's leading healthcare companies. Its principal activities are the discovery, development, manufacture and marketing of both human and animal Pharmaceuticals, over-the counter (OTC) medicines, health related consumer brands and clinical laboratory testing services.

On 1st June 1993 SmithKline Beecham Consumer Brands will take on full responsibility for the marketing, sales and distribution for the Contac brand.

Contac 400 is a Pharmacy Only product for the relief of cold and allergy symptoms. Contac 400 contains: Phenylpropanolamine Hydrochloride B.P. 50 mg, Chlorpheniramine Maleate B.P. 4mg. Contac 400 is a sustained release product - the hundreds of "tiny time pills" in Contac 400 capsules have been specially developed to provide up to 12 hours relief from cold, sinusitis and hayfever symptoms.



**SB**  
**SmithKline Beecham**  
*Consumer Brands*

There will be no change to the R.S.P., EAN codes or ITF codes as a result of this handover of responsibilities.  
For further information please contact SmithKline Beecham on 081 560 5151 or your local wholesaler.  
SmithKline Beecham Consumer Brands, St. Helens, WA10 1QL, England.

Contac 400 is  
a trademark.



# Counterpoints

## Proflex Cream gets OTC repackage

Zyma Healthcare are launching an OTC pack of Proflex cream. The new 25g pack, called Proflex Pain Relief, will retail at £3.59. The cream, containing 5 per cent ibuprofen, will be promoted for muscular and rheumatic pain, backache, sprains and strains.

Although the 100g size of Proflex has been available as a P medicine since May 1989, almost all sales have continued to be on prescription.

Zyma say they will be supporting the OTC pack with a £1.3 million campaign. The support package includes advertising, trade promotions, consumer



leaflets and a wide range of POS material. GPs will be mailed to inform them that an OTC pack is now available.

Jane Lee, brand manager at Zyma Healthcare, says: "The launch is timed to coincide

with the general move from ethical business to self-medication, some of which will be accelerated by recent governmental Limited List proposals in this market area." **Zyma Healthcare. Tel: 0306 742800.**

## English Grains add Folic Plus

Folic Plus from English Grains is a vitamin supplement for women who are pregnant or those who are planning to become pregnant. It was developed in response to the Department of Health report, published last year, which recommended that pregnant women and women intending to become pregnant should take 400mcg folic acid daily to reduce the risk of their child being born with a neural tube defect such as spina bifida.

Each Folic Plus capsule

contains the recommended daily amount of folic acid (400mcg), as well as calcium (750mcg) and vitamin D (7.5mcg). The company's recommended dosage is three capsules daily. Folic Plus is available in packs of 90 capsules, retailing at £2.89. The company is supporting the launch with in-store leaflets, PoS material, a PR campaign and an advertising campaign in women's Press. **English Grains Healthcare. Tel: 0283 221616.**



## Calimal tablets for hayfever

Calimal antihistamine tablets, containing chlorpheniramine maleate 4mg, are now available from Sussex Pharmaceutical. The tablets are indicated for the relief of hayfever, insect bites and skin allergies. Calimal Tablets are available in blister packs of 30, with a retail price of £1.39. Trade price for 12 is £8.52. **Sussex Pharmaceutical Ltd. Tel: 0342 311311.**

## Refreshing mouth rinse

To complement Rembrandt Whitening toothpaste, the company has launched Mouth Refreshing rinse.

The product is alcohol-free and has a strong mint flavour. If preferred, it can be diluted up to three times without reducing its effectiveness, says the company. It retails at £4.95 (8fl oz). **Grafton Intl. Tel: 021-353 5080.**

## Preconceive is Lane's folic acid supplement

Preconceive, from G. R. Lane Health Products, containing 400 micrograms folic acid is aimed at all women who are pregnant or intending to become pregnant.

Last year the Department of Health Expert Advisory Group on Folic Acid and Neural Tube Defects produced a report recommending that "all women who are planning to become pregnant should be advised to take 0.4 milligrams folic acid as a daily medicinal or food supplement from when they begin trying to conceive until the twelfth week of pregnancy," to reduce the risk of a child being born with a neural tube defect such as spina bifida.

Lanes say that



Preconceive provides the full recommended dosage in one daily tablet. The retail price for 60 tablets is £2.45. Trade price for six packs is £8.13. **G. R. Lane Health Products Ltd. Tel: 0452 524012.**

## Self Help with Combe

Combe International are promoting their Self Help Service this Summer, targeting mothers to be and dieters.

Two new information sheets on "Feeling good throughout pregnancy" and "Staying happy while you diet" have been added to the existing information in the Self Help pack on pre-menstrual syndrome,

cystitis, breast awareness, and skin sensitivity.

The pack is being offered through a series of reader offers in key maternity titles and through Weight Watchers magazine. Women are also being invited to apply for free samples of Vagisil feminine powder and wash. **Combe International Ltd. Tel: 081-680 2711.**

## Junior Colgate offers

Colgate are running promotions for their 0-6 Gel and Mini Junior brushes.

A leaflet will be included in Bounty Progress packs giving parents information on first teeth, plus a coupon for 10p off 0-6 Gel and 20p off a Mini Junior toothbrush. A leaflet featuring the same offers will be placed in the Playskool Bounce pack.

The Child Health Record book will be accompanied by promotional cheque books from June, offering discounts on products including 0-6 Gel and Junior Mini brushes. **Colgate-Palmolive. Tel: 0483 302222.**

## On trial with Asilone

Asilone gets a promotional pack costing £0.99, designed to appeal to indigestion sufferers not currently using a liquid remedy.

A counter display unit is available to pharmacies which features 200ml liquid and 24s tablets, alongside the trial size.

• Crookes are teaming up with major wholesalers in June and July to offer 30 pharmacists and partners the opportunity to win a VIP day at the Ryder Cup on one of three dates (September 24-26). Details of promotional brands and entry forms from **Crookes Healthcare Ltd. Tel: 0602 507431.**



# When demand reaches hayfever pitch, reach for the No.1 hayfever range



To be sure your profits rise with the pollen count this summer, be sure to stock and display the UK's No.1 hayfever range.

TRILUDAN and TRILUDAN FORTE are the most dispensed and recommended hayfever brands. And of course there's SELDANE, the fastest growing antihistamine, featured on breakfast TV three times every weekday morning *throughout* the season.

And as if that wasn't enough they'll be in new attention-grabbing packs as well.





# AAH put own-label nappies to test

Consumers are being invited to put AAH own-label nappies to the test against the big name brands in a new initiative.

Vantage members will be able to offer their customers the opportunity to bring back their empty branded packs of disposable nappies in return for an equivalent sample pack of Vantage Ultra nappies.

Discounts are available on Vantage Ultras, with members ordering five or more outers receiving a 12.5 per cent discount; those ordering eight or more will get a 15 per cent discount plus a free pack of nappies.

To support the promotion AAH are running a window display competition for pharmacists using the supplied display material. Prizes include £250 Marks & Spencer vouchers for the winner and four runner-up prizes of £100 vouchers. **AAH Pharmaceuticals. Tel: 0928 717070.**



## Trial size Tampax

Tambrands are running a trial pack promotion for their Tampax Compak.

The trial packs will include four tampons and will be available in regular and super absorbencies. Each will have a price of £0.49 with a £0.40 off next purchase coupon.

Mixed display trays, containing six regular absorbency and six super absorbency trial packs, have been designed for pharmacists.

Tampax Compak is also being supported by advertising. **Tambrands. Tel: 0705 474141.**

## Seven Seas invest in evening primrose oil

Seven Seas are introducing two new Super Evening Primrose variants and two special offer packs. The company are also launching a new look for their range of EPO products.

Standard Strength Evening Primrose Oil 100mg capsules (20, £1.99) contain 13mg gamma-linolenic acid (GLA). It is aimed at new users and women who require a continuous maintenance programme of moderate dosage.

Premium Strength Super Evening Primrose Oil 1,000mg capsules (30, £6.29) contain 134mg of GLA and have been formulated for women who require a high dosage of EPO.

Seven Seas have also repackaged their range of evening primrose oil

products. All tubs of Seven Seas Super Evening Primrose Oil, High Strength Super Evening primrose Oil and lemon flavoured Evening Primrose Oil Berries will be presented in co-ordinated, orange cartons featuring an evening primrose flower logo.

Two special offer packs are also being launched to coincide with the repackaging and new variants. Super Evening Primrose Oil (250mg with 33mg GLA) and High Strength Super Evening Primrose Oil (500mg with 64mg GLA) will be available in tubs of 60 capsules at the same price as the normal retail price of 50 capsules — £4.75 and £5.99. **Seven Seas Health Care Ltd. Tel: 0482 75234.**



## BLISTER RELIEF

Gentle and effective treatment for painful blisters

- Compeed acts like an extra layer of protective skin
- Compeed gives instant pain relief and creates perfect healing conditions
- Available from larger branches of Boots, chemists, sports and outdoor pursuit shops

Distributed in the UK by



Compeed is a registered trademark owned by Coloplast

**compeed®**

For further information: 0772-421434

## Sensitive trial

A trial size tube is now available to promote Macleans Sensitive toothpaste. Retailing at £0.45 (17ml tube), the display outer holds 24 tubes. **Smithkline Beecham. Tel: 081-560 5151.**

## Beat the pollen

Marion Merrell Dow are participating in Pollen Beat '93 in conjunction with Kleenex. The promotion targets hayfever sufferers and will appear on 5 million Kleenex packs. Consumers can send off for samples, including 100,000 Merthol sample packs. **Marion Merrell Dow. Tel: 081-848 3456.**

## Arret push

Janssen are spending £500,000 on a Press advertising campaign for Arret. Featuring the headline "Don't forget the

Arret", adverts will appear until August. The campaign will also run on the London Underground from mid-June until mid-July. **Janssen Pharmaceutical. Tel: 0235 772966.**

## Bic Lady Shaver

Bic are running a Press campaign in support of their Lady Shaver disposable razor. Running through June and July and targeted at 15-34 year olds, advertisements will appear in publications including the *Daily Mirror*, *Cosmopolitan*, *Clothes Show Magazine*, *Just Seventeen*. **Biro Bic Ltd. Tel: 081-965 4060.**

## Naturalle offers

Body Naturalle are offering Marks & Spencer gift vouchers with every dozen of their sun care products throughout June. **Body Naturalle. Tel: 091-385 8355.**

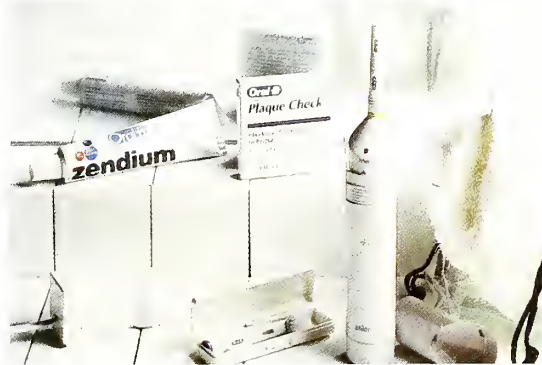


# Oral B travel size Plaque Remover

With the holiday season in mind, Braun have brought out a travel version of their Oral B Plaque Remover (£64.99).

The Travel version works for 45 minutes when fully charged and a timer indicates when you have reached the recommended two minute brushing time. A travel lock switch and cap ensure the device is protected in transit. A travel box is provided to store the D5 brush heads.

The product comes with a compact universal voltage charger and cord storage. **Braun. Tel: 0932 785611.**



## Tampax price promotion

From June, Tambrands are running a price-marked promotion for their Tampax range.

Stickered packs of 8s will be available in mini (£0.79), regular (£0.93), super (£0.99) and super plus (£1.09); 16s come in regular (£1.79) and super (£1.89). **Tambrands. Tel: 0705 474141.**

## Impulse gets TV support

Dynamique, the latest Impulse bodyspray variant, is being supported with a £3 million campaign.

The first pan-European television campaign, shot in Rome, will be on air from this week. **Elida Gibbs. Tel: 071-486 1200.**

## Bronnley add zest to lemons

Bronnley have improved their original Lemon soaps with new packaging and a refined, subtler fragrance.

The shape of the soap has also been improved and the wooden boxes redesigned.

They now hold an individual bath soap (£2.95), three hand soaps (£4.95) and a box of six miniature guest soaps (£3.95). **Bronnley. Tel: 0280 702291.**

## Vosene relaunches with major campaign

Vosene medicated shampoo has been relaunched with new packaging and a new variant, Vosene Fresh for Frequent Use.

The brand will be supported by a promotional campaign throughout the Summer, combining national television advertising with

a heavyweight sampling campaign to some 1.75 million households.

Targeted at households with young children to underline the brand's family appeal, households will also receive a 15p off next purchase coupon.

**Smithkline Beecham Consumer Brands UK. Tel: 081-560 5151.**



## Numark invest in display

Numark have a new library of point of sale material for pharmacy, including colour window and in-store displays.

Laminated boards feature photographs of own label products, and will be available free to all members who have the freestanding or suspended window display systems. Available now is a board featuring the Numark skincare range, and in the pipeline are boards for photographic film and baby products. For further details contact **David Wood at Numark on 0827 69269.**

## June price deals on Colgate

Total toothpaste will be on special offer to the trade throughout June, coinciding with the television campaign for the new brand.

The new size 100ml pack (replacing the 125ml size) for Colgate toothpastes is also available at special rates to retailers throughout June.

The company is promoting its toothbrush range with a price promotion on the Diamond Head range through Unichem and AAH wholesalers. **Colgate-Palmolive. Tel: 0483 302222.**

## Konica cater for seaside snaps

Konica have launched three camera ranges aimed at the holidaymaker.

The TOPS EF-200SP and TOPS AF-300SP are described as easy to use sand- and water-resistant compacts with automatic flash, film winding and self-timers.

While Konica say they are ideal for family holiday snaps on the beach or by the pool, care must still be taken when loading or unloading the film.

The TOPS AF-300SP has automatic focusing and on/off switch for the flash. The EF-200SP and the AF-300SP have suggested

selling prices of £59.99 and £69.99 respectively.

The second camera range is the Jump Shot, designed to resist water, sand, wind and snow. Features include automatic loading, winding and re-winding, a built-in automatic quick charging flash and a fixed focus lens. They come in aqua or deep pink and the retail price is £69.99.

The Mermaid, Konica's new waterproof compact, can be used as a standard camera or at depths up to 5 metres. The rrp is £199.99. **Konica UK Ltd. Tel: 081-751 6121.**

## Fuji back Super G with £1.5 million campaign

Fuji are planning a £1.5 million television campaign to promote their latest technical development, Super G film, said to provide the picture quality of 100 speed film at 400 speed.

An important marketing agreement for Fuji has their Quicksnap single-use cameras sold through Boots with a shared Boots/Fuji label. The Quicksnaps are loaded with the new Super G film.

The television campaign begins with a slot in the Aspel programme. This will be followed up with a six-week campaign running from the middle of June on Channel 4.

The advertising will use the theme "So real, its

unreal" and the ads will play tricks on the eye without resorting to camera stunts.

Enlarged images of scenes and holidaymakers will be used on a beach front scene, only revealing themselves as 2-D photos when they fall over.

● Fuji have added a camera to their compact range. The DL-510p (£119.99) follows in the footsteps of the DL-500 MiniWide and is approximately the same size as a £5 note.

Despite its size, the camera has features such as autofocus, multiple flash modes, date and time printing and red-eye reduction. **Fuji. Tel: 071-586 5900.**

## Pack promotion with Andrews Antacid

Sterling Health are offering promotional packs of Andrews Antacid, aimed at the holiday traveller.

On 30s packs of Andrews Antacid a free plastic tube which holds a roll of 15 tablets is available. The tube is designed to provide protection for the tablets

once opened.

Trial size packs will be available which contain six tablets (£0.29). Sterling Health are putting together a £2.5 million support programme for the brand during May and June. **Sterling Health. Tel: 0483 65599.**





## Revamped starter kit

AAH have revised their Home Health starter pack, but have still kept the price below £200.

The kit features 101 products and costs £178.46. Point of sale material is available to new Home Health customers. AAH Pharmaceuticals. Tel: 0928 717070.



Robinson Healthcare have extended their Rainbow cotton wool range with the launch of Rainbow cosmetic pads. Available in packs of 100 pads, they retail at £1.49. For pharmacies, orders of 12 packs are available. Robinson Healthcare. Tel: 0246 220022

## Clairol steam ahead with Free Curl

Free Curl Steam is the latest addition to Clairol's hair appliances range.

The styler is cordless and there is a choice of brush (£16.99) or combination brush and tong (£19.99).

Presented in lilac blue, each comes with a stay-cool cover for immediate storage after use. Water is placed into the reservoir and the styler is ready to use in five minutes. The steam stylers come with one long-life Thermacell gas cartridge. Clairol Appliances. Tel: 0784 434343.



## Lunchbox offer with Elastoplast

Smith & Nephew are running an on-pack promotion on Elastoplast, using their popular Bruise Boys characters.

Customers will be asked to collect two tokens from the selected Bruise Boys packs of Elastoplast and send them, together with three 20p pieces, to win a specially designed Bruise Boys Lunchbox from

Thermos.

Customers will also receive a free trial pack of the new Elastoplast Express plasters, one-handed plasters for easy application, and a free sachet of Atrix Hand Cream. The offer will run until April 1994. Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.

## On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky	G Granada	HTV Wales & West
Broadcasting	A Anglia	M Meridian
C Central	CAR Carlton	TT Tyne Tees
CTV Channel Islands	GMTV Breakfast	W Westcountry
LWT London Weekend	Television	

Ambre Solaire:	All areas except CTV
Anadin Extra:	All areas
Andrews Antacid:	All areas except U. CTV
Cussons Imperial Leather soap:	All areas except LWT, GMTV
Lil-lets:	C, A, LWT, CAR, BSkyB
Mum:	U
Nicotinell patch:	All areas
Rennie:	C4, BSkyB
Scholl:	GMTV, C, G, A, STV, Y, TT
Shock Waves:	CAR, C4
Solpadeine:	All areas except U
Synergie Bio-Contour eye gel:	All areas except CTV, GMTV
Widson Reflex:	GMTV, C4
Wrigley's Extra and Orbit:	All areas

## Sea-Band approval

Sea-Band has gained official approval from the American National Parenting Center after

independent testing which praised its quality and design. Sea-Band. Tel: 0455 611092.

# Traveller

Medical Information  
for Journeys  
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Anti-malarial, disease and vaccination information for every country in the world at your fingertips! High quality printed information forms for the patient to keep. Enhance your professional status by giving top quality advice.

- \* No extra hardware...Uses your existing computer
- \* Simple to install and operate...No specialist skill necessary
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and technology.







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**SORE EYES.  
TIRED, ACHING EYES.  
GRITTY, BURNING EYES.  
OFFICE/VDU EYES.  
SMOKY EYES.  
DRIVING EYES.**



**SEE THE DIFFERENCE A CLINICALLY-PROVEN SOLUTION MAKES TO SALES.**

Eye irritations are often Dry Eye symptoms, caused by a breakdown of the tear film.

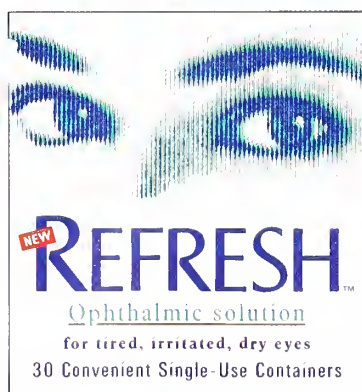
Innovative, new REFRESH is unlike any currently-advertised treatment. It restores the tear film, bringing effective relief from Dry Eye symptoms in seconds.

#### **AN ADVANCE IN CONVENIENCE.**

The handy, sterile, unit-dose vial satisfies the demands of a modern lifestyle. New Refresh is preservative free, making it ideal in situations where preserved solutions cannot be used, e.g. soft contact lens wear. **SPECIALLY DEVELOPED FOR A GROWING OTC MARKET.**

Today's lifestyle and an aging population mean there's a growing demand for OTC eye preparations. Already, it is estimated that up

## **TODAY'S EYE IRRITATIONS NEED ADVANCED TREATMENT**



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IN AN EYEDROP**

**ALLERGAN**  
EYE CARE · WE CARE

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to 9.4 million people in the UK use them.\* New Refresh is Pharmacy Only, making it your opportunity for valuable extra sales in a growing market.

The appealing pack design and an appealing price, to you and your customers, will be backed by:

- **A FULL NATIONAL PR CAMPAIGN.**
- **ADVERTISING SUPPORT.**
- **EXTENSIVE POS MATERIAL.**



Phone Allergan, one of the world leaders in eye care, on the new REFRESH

**HOTLINE: 0494 427 047**

or contact your usual wholesaler to make sure that you meet the consumer demand and treat eye irritations the advanced way.

Find out more about new REFRESH through your Allergan representative.

NAME .....  
ADDRESS .....

Yes, I would like further information about new REFRESH.

Yes, I would like consumer information leaflets and POS material.

Yes, I would like a representative to visit.

Sales Administration Dept., Allergan Limited,  
Coronation Road, High Wycombe, HP12 2SH.





# *Important Notice*

**Would all our valued customers please note the following:-**

All direct orders from Thursday 27th May, 1993 **must** be placed at the following address:-

**K Pharmaceuticals  
Gemini House  
Flex Meadow  
Harlow  
Essex CM19 5TJ**

Telephone Number: **0279 454522**  
Facsimile Number: **0279 413264**  
Free Phone Number: **0800 451600**  
Customer Services Manager: **Miss Jackie McStay**



***Where customer satisfaction counts***





# A survival guide to optimise NHS gross profit

**'What price independence' was the theme of the Numark Convention, held in Hong Kong this week. Speakers outlined their proposals for the future of pharmacy. Andrew Kay, commercial director of APS/Berk, outlines a number of ways of maximising NHS gross profit**

A 1 per cent improvement in NHS gross margins for the average pharmacy with a net ingredient cost turnover of £22,000 a month represents an extra gross profit of £2,640 pa. "Time invested in getting to grips with your NHS margin and seeking to influence it will be some of the most productive time you could spend during a difficult year," says Mr Kay. Presenting a "survival guide" on NHS margins, he said that since the end of cost-plus an average contractor has lost around £9,000 in gross profit and £40-50,000 in goodwill.

Contractors need to get the maximum repayment for each item they dispense. The essence of this is to know the Drug Tariff and "none of us knows everything we should about the Tariff," said Mr Kay. He advised:

- Contractors should know from memory that ZD list of some 60 products which must be endorsed "ZD" to qualify. The product groups involved account for 3.6 per cent of community drug expenditure.
- The Blacklist should be known in detail, along with the list of disallowed surgical items. Items dispensed from these categories are at 100 per cent gross margin loss.
- Detailed knowledge of the



Sandy Young, chairman of Numark and managing director of wholesaler L. Rowland, opens the Hong Kong Conference on Tuesday (see right)

classification of generics is critical. Many lose money supplying an original brand when a lower Tariff generic price is all that will be paid.

- Broken bulk claims, special containers and out of pocket expenses must be made. "Every pound you avoid losing is one pound extra on gross margin."

"Mug up on the Tariff, and where script endorsement is delegated, do the exercise as well and some spot checks."

## Drug purchase

The DoH assumes contractors receive a certain level of discount on each category of product dispensed. Those who fall below these levels will not hit even the current falling gross margin percentages. "If you beat the target you will gain — only in the short term because like the undertaker, the clawback gets you in the end." Taking a pharmacy dispensing 3,000 items a month he looked at how the discount clawback scale breaks down:

- The DoH assumes the average contractor gets 19.68 per cent discount from parallel imports and that they account for 5 per cent of total drug usage. "I don't think anyone can gain any professional satisfaction from using Pls..."

- An average discount of 22.4 per cent is assumed for generics, which are credited for 9.1 per cent of drug usage. Apart from the FHSA or health board no one actually tells GPs of the availability of generic products. Here pharmacists can advise doctors and improve their overall NHS margin.

- The wholesaler discount on proprietaries is assumed to average 7.34 per cent and to account for 82.3 per cent of usage. "If you are not hitting target here the overall impact on profitability is huge," he said, referring to Glaxo scheme.

It is difficult to influence the product mix, but no pharmacist should be afraid of influencing

local doctors. "GPs have an incentive to prescribe cost effectively ... Where this translates into the use of generics a profit opportunity exists for pharmacists."

## Don't 'head-butt' on price

In a time of rapid change the challenge is to look for the opportunities, said L. Rowland's md Sandy Young, opening the Numark Conference. "The opportunity is not to head-butt the opposition on price but to develop a niche market — healthcare retailing."

Community pharmacy faces a "serious onslaught" on income, contract stability and the ability to plan and make wise investment decisions. Pharmacists must beware, though, that they do not dilute their unique service by allowing public perceptions to fall through poorer standards of premises, poor staff training or always chasing lowest prices.

## New from Numark...

A local marketing initiative to reach 1.5 million homes, the first commercial installation of Numark's new EPoS system and a "self-assembly" consultation area were among a raft of new initiatives announced by Numark md Terry Norris.

Describing it as Numark's largest single marketing initiative ever — representing an investment by suppliers and wholesalers equivalent to £75 per member — individualised leaflets with money-off coupons will hit the doormat in June. The first campaign will be free of charge, but future efforts will call for a "modest contribution" from members.

"If it were possible to persuade retail members to contribute £1,000 per annum per pharmacy into a consumer campaign, I believe suppliers would respond positively," speculated Mr Norris. "This would create a £3 million fund with which major regular campaigns are possible."

Numark's EPoS system, based on ICL hardware, is now going live. One installation is complete and five more are in the pipeline, after which the system will be available.

Numark have funded the appointment of an EPoS trainer and installer. "Every other element, including financing, maintaining the product file and general maintenance, is in place," assured Mr Norris.

A consultation area is included within Numark's Retail Concept, but to help members who are not planning a refit in the near future a self-assembly consultation area has been developed with a leading

shopfitter. This new service will be launched later in the year.

The last of Numark's retail planograms — taking the total in the series to 21 — will be issued this year. A number of pharmacies will be completely merchandised using the planograms and care studies will be issued to members.

A planogram on OTC medicines is due out in the next few weeks. "This is a major item and will include a number of product group-based planograms and guides."

Also to be rolled out shortly is a "special scripts service", previously available only to customers of Hall Forster.

A range of incontinence products backed by "innovative and tactful marketing" will roll out in all areas later this Summer.

Awaiting only a sponsor, Numark's practice leaflet service is ready for printing. Leaflets will be available in a set quantity of 2,500 for £99.

Within the monthly Profitline promotion Numark have launched Profit Plus. Both wholesalers and retailers give some margin to ensure more competitive prices on key lines. PoS support is available.

"Numark is the only group to supply all members with a full selection of PoS each month."

"It is vitally important that we demonstrate more unity of purpose, more commitment to joint activity at improving standards and relevant and acceptable promotion of the 'Numark is healthcare' retail concept to the local communities which we serve," concluded Mr Norris.

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# Driving the bath and shower market forward

Sara Lee Household & Personal Care are the UK's leading manufacturers of bath and shower additives and the force behind some of today's most successful toiletry brands including Radox, Matey and Santé. From this number one position, Sara Lee are committed to driving the £212 million bath and shower category even further forward. The first major step in this direction is the relaunch of two of the market's foremost brands — Radox Showerfresh and Matey — backed by an unprecedented level of trade and consumer support

This month, following an intensive programme of consumer research and product development, the Radox Showerfresh range of shower gels will be aggressively relaunched with the aim of growing its dominant share of the £69m sector.

Radox Showerfresh gel is now state-of-the-art — in





formulation, pack shape, contemporary graphics and in its uniquely designed "non-drip" caps — it has been created especially to meet the needs of today's consumers.

### Segmentation key

Research by Sara Lee shows that many women want moisturisers while many men seek combined hair and body gels.

The new Radox Showerfresh range not only meets all these needs, but is also the first shower gel brand to clearly segment the variants.

There are six individual gels — For Men, Sport, Moisturising, Refreshing, Sensitive and the revolutionary new three-in-one Showerfresh and Go, a complete shampoo, conditioner and shower gel in one.

The new Radox Showerfresh range offers the consumer a totally comprehensive choice of shower gel products.

Radox is a name instantly recognised and respected by consumers and to capitalise on this, the new, improved designs clearly emphasise the name Radox.

### Ruling the waves

Celebrating 30 years of uninterrupted market leadership, this Spring the Matey range of children's bubble baths also benefits from a dramatic relaunch to ensure the brand's continued success in years to come.

Under the brand leadership of Matey, which has about a 25 per cent share of the children's market, the children's bath care sector has enjoyed a phenomenal growth over the past two years, increasing from £4m to £10m in 1992.

To capitalise on this dynamic growth, new Matey, in a larger, more economical 500ml size, provides consumers with even better value for money while its more realistic, "fun" characters give the range added play value for children.

To the traditional bath time hero "Sailor", has been added "Mermaid", a sea princess, "Ollie Octopus", a magical character with a special formulation that changes colour in water, and "Pirate", a lovable "baddie".

A major factor in the success of Matey is its tremendous appeal to mums due to its mild, gentle and trusted formulations coupled with excellent value for money — all of which have been retained.

Thanks to this relaunch, Matey should be an even bigger winner and help pharmacists capitalise on the ever growing demand for children's bubble baths.

### Radox spans the generations

Few products are able to claim the length of continued market leadership that Radox Herbal Bath Salts has successfully maintained.

First introduced in 1925, Radox Herbal Bath Salts now account for more than three quarters of the bath salts market.



Radox Salts was relaunched in October 1992, with the new segmented benefits Traditional, Active Therapy and Moisturising & Foaming variants satisfying both the demand for a return to herbal ingredients, as well as the trend to formulas with added moisturisers.

Since then, sales have increased by 19 per cent.

Radox made the natural progression into bath liquids in the early 1950s, offering users an alternative to salts but providing the same blend of effectiveness, quality and

country fragrances.

Further development has come in the form of a range of creme variants for Radox Herbal Bath designed to cater for the demand for skin-caring benefits.

Today, Radox is more popular with consumers than ever and enjoys a brand leadership in excess of 12 per cent of the £133m bath liquids market.

The Radox portfolio as a whole now comprises a variety of carefully created bath products which contain all the traditional qualities to meet the special requirements of today's

consumers.

### Santé adds a new dimension

Santé Foam Bath and Santé Shower Gel have brought a new approach to the market by concentrating on cleansing abilities and the added dimension of skin protection. Santé's mild pH balanced formulation contains an anti-bacterial agent to help prevent infection and a special moisturiser to help keep skin soft.

Targeted at the expanding number of consumers who look for products which offer both excellent cleansing and health promoting properties, Santé is ideally positioned to help pharmacists benefit from the volume and profit potential of this exciting market sector.

### Full steam ahead

As part of this programme to push the bath and shower additives market even further forward, Sara Lee are backing the relaunch of Radox Showerfresh and the Radox range as a whole, with a heavyweight £4.2m television advertising campaign which hits viewers screens this Spring.

Sure to generate maximum consumer awareness, the commercials emphasise Radox's secret blend of 13 herbs using a stunning combination of live action and animation based around a "steam" theme.

Providing real support for the trade, a comprehensive range of eye-catching point of sale material has also been produced. This works to best effect when products are range merchandised.





# PLAYING WITH THE SPACEMAN

The results of a study into the effects of improved medicine display and GSL self-selection are due to be revealed shortly. For the past three months 40 NPA pharmacists have been tracking sales from individually designed shelf layouts in a project conceived by the Proprietary Association of Great Britain. *C&D* looks at the background to the project and talks to a couple of participating pharmacists

It pays to display. There's nothing new in this adage, but it's one that OTC medicine manufacturers are increasingly keen that pharmacies should practise. Volume growth in the OTC market has been disappointing in recent years. Figures from the PAGB show that, while value sales of

medicines grew by 10 per cent in 1992, volume growth was a mere 0.4 per cent.

With this in mind the PAGB set up a planning committee back in 1991 to look into promoting the benefits of medicines display to pharmacists. The first fruits of its labours were demonstrated

last year with a pilot project in the Weldreck Pharmacy in Doncaster (*C&D* May 2, 1992).

The PAGB decided to press ahead with a broader sample and match them against control shops.

The National Pharmaceutical Association was approached and asked to support the

project and recruit pharmacies.

"We were offering a 'win/win' proposal with benefits to both industry and retailers," says Pierre Essaye, trade marketing manager at Warner-Lambert, who has put in a lot of work on the project. "Both groups want to trade in a profitable manner. It is no good sitting on the fence and trying to be very ethical if your accountant tells you your business is going bankrupt."

## Friction

The NPA's involvement has been crucial, says Mr Essaye, acknowledging there is occasionally a touch of friction between manufacturers and retailers. "The PAGB felt the need for an intermediary. If we had gone direct there would not have been the enthusiasm the NPA has managed to generate."

More and more medicines are being sold outside pharmacies and no one has been offering any solution, Mr Essaye argues. Pharmacies have been losing out because other retail stores are very scientific in the way they tackle the problem with computer-aided shelf displays backed up with electronic point of sale.

Another ghost that has to be laid, says Mr Essaye, is that encouraging self-selection leads to impulse purchase. "The answer is 'yes, it does'. Industry obviously wants that, but

## Kelly falls for appeal of planograms

When the Ulster Chemists Association asked for volunteers for the project last September Paul Kelly was quick to come forward. It was the idea of using planograms which appealed to him.

"It was something I was interested in. I had not tried them before and it is easier if you can get someone to do the planograms for you," he says.

He decided to create a new GSL medicines section in his pharmacy in Castle Street, Belfast, located just inside the city centre security zone. It meant a lot of work for staff, but with a full-time pharmacist in the person of Odran Mulholland and preregistration student Joe Magee, delegation was the order of the day!

Previously some products — for indigestion and haemorrhoids, and some analgesics, were on open display. To make room for the new medicines module a section of haircare products were moved elsewhere.

Taking part in the project helped Mr Kelly to crystallise his ideas about the way forward. "We have given a fair amount of space to other market sectors but I want to identify the shop more with healthcare than toiletries," he says.

"I am waiting to see the results of this exercise and will then consider expanding the





pharmacists should as well.

"I am convinced you do not get the 'Mars Bar' type of impulse purchase with medicines. Impulse purchases of medicines are ones that are unplanned but necessary — the shopper remembers she has run out of analgesic, or that grandad has a cough.

"Medicines are not sweets. Purchase and subsequent abuse must be one of the most planned purchases possible."

Mr Essaye suggests there has been a sea change in opinion on the display of medicines because of moves by Boots in this direction. "If it had not been successful they would not have continued," he says.

Of the pharmacies recruited to the study by the NPA, 28 were selected to remerchandise their medicine shelves (C&D January 16) while the remainder acted as controls. Each test store submitted details of the shelf space they were planning to give over to medicines display.

It was at this stage that the PAGB started calling in a few favours. The costs of setting up such a project on a purely commercial basis would have been astronomical. Katy Fitzsimon, who co-ordinated things from the PAGB's London offices, was given a budget of under £5,000. Not a lot, bearing in mind the plans being formulated!

Mr Essaye estimates the data

supplied to each participant would have cost something like £15,000 if it had been bought on the open market. "I am quite surprised we managed to pull it off," he says.

Each pharmacy was provided with a personalised planogram for setting up its new medicines display, produced by a computer firm, Logistics, using a state of the art software package called Spaceman.

Spaceman is widely used by multiple retailers to plan their shelf layouts. It can take into account shelf depth, height, price of product, pack size and so on, to design a layout that will produce the best return per unit of shelf.

### Jacob's Ladder

The planograms supplied to the pharmacies showed only where to merchandise product sectors. To back them up a list of the national best selling brands in each sector — christened the Jacob's Ladder — was supplied by market researchers Nielsen.

Pharmacies recorded sales from their chemist counter starting in January. After four weeks, on February 6, the pharmacies were asked to remerchandise according to the planogram and record sales for a further eight weeks. The control stores were unchanged.

"Pharmacists have put a lot of effort in," says Mr Essaye. "Many completely

remerchandised their shops.

The knock-on effects were considerable. The carrot was the fact that it looked as though it would have a cost-benefit result."

Customers were asked if they would mind filling in a questionnaire. The completed forms are being sent back to the NPA for analysis, with the incentive of winning Marks & Spencer vouchers to encourage return.

The project is now all but

complete. The results are due to be announced in mid-June. Katy Fitzsimon hints that they are encouraging. "The most important thing is that the results we have got are statistically robust."

Mr Essaye says: "We were expecting to get a result and that is what has driven us, while realising that it is a hell of a lot of work." It may be, but he still hasn't refused to present the results at Unichem's 1993 Convention in Bali!

## Preaching to the converted

Having spent some 13 years with Boots the Chemists and been indoctrinated in TRENT plans and similar delights, Eric Grubb, director of J.W.H. Bran (Chemists) in Highworth, just outside Swindon, is thoroughly convinced of the value of proper display. The pharmacy, situated in the village's market square, reflects that.

Last year the company sold its Farringdon branch to NPA Board member Wally Dove and he recruited Mr Grubb to the project. In deciding to greatly expand the section of GSL medicines from 12.5 per cent of the available shelf space to 20 per cent, Mr Grubb took the opportunity to rearrange the entire pharmacy.

"It was something we had been thinking about for some time and really should have done before. This provided the extra incentive to remerchandise the whole shop. We started in January and just carried on... We looked critically at space allocation everywhere," he recalls.

Unichem offer similar data to the "Jacob's Ladder" brand list supplied via the PAGB, but Mr Grubb says he has never utilised it in such a specific way.

With a raised dispensary looking across the chemist counter to the GSL medicines display and a shopfloor uncluttered with display stands, supervision is not a problem. All the counter staff have been on the NPA's counter assistant's course, so they know "the rules".

The revised layout has drawn two obvious responses from customers. The first is that ever welcome comment "You've moved it again!". The second is that, for the customer, there are conditions which can be embarrassing. They can now pick up an appropriate product without asking and publicly announcing their problem.

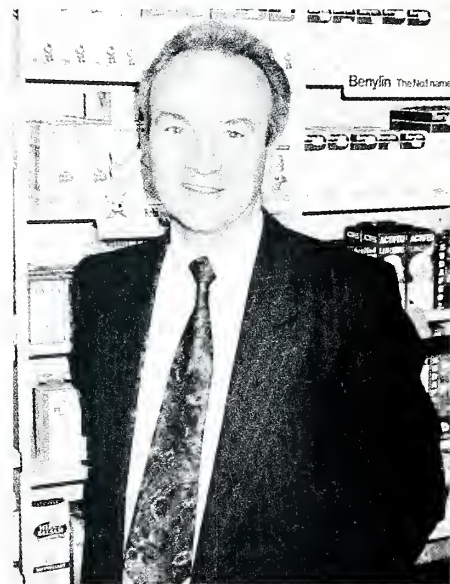
"There has been no adverse comment," says Mr Grubb. "It has just been accepted."

Mr Grubb has had a mixed result from the project. One problem has been the relatively short time running time of three months: six months or a year would have been better, since the pattern of trade in each month is different, he says. As a consequence he has kept recording details at the till in the hope of producing a more conclusive result.

Sales of Pharmacy medicines in February were 92.65 per cent

compared with January, while in March they dropped to 89.57 per cent.

This result, which has been seen elsewhere, has been attributed to the surge in sales of nicotine patches with New Year resolutions, but Mr Grubb is not convinced. "We think we have had fairly consistent sales of patches... I don't think they



Eric Grubb: pharmacy rearranged

play such a major part," he says.

Sales of GSL medicines do appear to have benefited, however. In February sales were 96.31 per cent of January's, which Mr Grubb says is higher than he might have expected. March sales were up 114.3 per cent compared with January while department total takings were just down at 99.6 per cent.

He wonders whether people are underbuying, for example buying small GSL packs of analgesics because they are easier to find, but cannot prove it.

Mr Grubb has no wish to change the new look GSL and, behind the counter, the revamped Pharmacy medicines display. He is not keen on extending open display to P medicines though. "We need to keep them special. Putting them on open display is foreign to me," he says.

But he reckons he would be prepared to pay for the kind of data he received. Putting a value on such information is difficult and it would need to be revised at least a couple of times a year, he says.



The new GSL medicines section in the Numark Clifton Street pharmacy in Belfast. Left to right are Joe Magee (preregistration student), Odran Mulholland (pharmacist) and proprietor Paul Kelly who has decided to take planograms more seriously in future!

medicines section further."

The business has a traditional 70:30 NHS to front shop split, with around 30 per cent of the non-NHS business coming through the chemist counter. Mr Kelly has run the shop for 19 years. Although it was given a new Numark fascia last year, he admits the chemist counter/dispensary area is poorly laid out and could do with a facelift.

Sales of GSL medicines were up 10 per cent in February on the previous month. It is usually a quiet period when sales would normally be some 5 per cent down on January.

Mr Kelly was finding it difficult to put his finger on where the extra business was coming from. "Being a city centre business we have a lot of passing trade," he says.

Mr Kelly was generally

complimentary about the way the project was handled. It might have been easier for staff to handle the remerchandising side if the planograms had actually shown product facings, he comments.

When he spoke to C&D he was still waiting for a planogram for Pharmacy medicines for a behind the counter display.

Being provided with the list of top sellers in each market sector has proved a bonus. Mr Kelly says it has made him look at and review the lines he currently has in stock.

He is certainly coming around to the idea of using planograms more. "I have not used any Numark planograms yet, but on the basis on the information we have had from the medicines display project, I will take them more seriously in future."



# AAH's solid citizen

**If a company is characterised by the people in key positions, then AAH Pharmacy Concessions is built on bedrock. Business Editor Zack Goldring talks to Allan Orme about the enduring values he brings to the job of managing director of AAH's retailing arm**

When Allan Orme was a boy in Belper he was a successful chairman of the school's debating society; then the local Member of Parliament turned up. That MP was the redoubtable George Brown and in the words of Mr Orme, "he wiped the floor with me!"

That was one of the few hiccups in what has been a career of solid achievement. Three years' chemistry at Manchester University, where he played rugby until bad eyesight meant "I couldn't see the ball any more," was followed by a move in 1967 to South Hampshire, where he still lives. "I used to say South Hampshire was the death of ambition," he jokes.

However, for Allan Orme it was the start of a successful business career. Four years at Esso's Fawley oil refinery allowed Mr Orme to become involved in a lot of process costing. "I decided I liked accountancy," he recalls.

## Capital projects

Next stop was a six-year stint at Southern Gas, auditing capital projects while working for the exams of the Chartered Institute of Management Accountants by correspondence.

Southern Gas provided an opportunity to do a variety of auditing jobs, plus a year in management development lecturing junior managers on "accounting for non-accountants".

In 1977 Mr Orme decided to try his hand at investment analysis. He didn't settle and within a month had left to join the Southampton-based pharmaceutical regional wholesalers Herbert Ferryman. This was in 1977; in 1985 AAH took the business over.

The years with Ferryman were important ones for Allan Orme. He seems to have been very much taken under the wing of Peter Cox, one of the owners of the company, and in the 1970s Mr Cox set up one of the first pharmacy loan guarantee schemes.

For Mr Orme, this meant valuable experience looking at and appraising pharmacy businesses for loans, a procedure he learned in association with Mr Cox.

Within three months AAH had also taken over Vestric and Mr Orme was the group accountant.

An early move was to set up Statim, AAH Concessions' own pharmacy loan guarantee scheme, and Mr Cox was on hand to help see it through.

By 1989 the managing directorship of Statim had come Mr Orme's way, to be followed in the fullness of time by the managing directorship of AAH Pharmacy Concessions, the post which he still holds today.

Mr Orme is very much a family man, with his wife and boys of 12 and 14 occupying much of his leisure time. "I like spending time with the family, supporting the boys' football, sailing and music," he says. "One of the boys is quite a decent pianist now," he says proudly. He seems less proud that the same lad is also a keen drummer and when the lad wants to practise, his son's bedroom is the rehearsal room!

Education is an important feature of life chez Orme. Mrs Orme is the headmistress of a local First School (five- to eight-year-olds) and Allan serves on the board of governors of the local secondary school.



Despite this, he wanted to send his boys to the local independent school, King Edwards in Southampton. But when the boys expressed a preference for the local state school he relented — on the understanding they would have to work to be academically successful. He reckons that when the children were small "it was the best ten years of my life".

Mr Orme's no-frills outlook on life is evident in his working life. He drives a Ford Granada — "I'm not interested in driving around and people seeing how great I am," and says he is not a workaholic: "I am here by eight to eight-thirty and normally out of the office by six".

## Core management

AAH Pharmacy Concessions was established in 1987 when the group bought the 20 west London shops of the Richard Dawes chain. These were the basis of AAH's franchise operation. However, the group also had the Hills chain based in Burnley providing a core of managed shops for the group.

When Allan Orme joined AAH Pharmacy Concessions the strategy was to run a core of managed shops "so as to be aware of the sort of problems our franchisees would be facing," and to expand the franchising side. However, Mr Orme admits the emphasis has changed over the past 18 months, "partly as a consequence of the recession". Currently out of 210 pharmacies, just 74 are franchised.

"It has become progressively more difficult to attract franchisees," says Mr Orme. "We are still getting them, but the

numbers have dropped back."

The company has a policy of keeping in close contact with its franchisees. They hold regular meetings with them and are full members of the British Association of Franchising. The last point is important, as the association vets the franchise agreement.

Despite the company's commitment to franchising Mr Orme admits that the managed chain is the current growth area. It seems AAH Pharmacy Concessions are very, very much in the market for buying up businesses. "You can very rarely open new contracts and while you can have a target for the number of outlets in the group it depends on shops coming on to the market in the first place.

"We still plan to expand; I could see us running 500 units by the end of the decade."

This is not necessarily bad news for the franchisees in the company, Mr Orme says. "As a consequence of us becoming larger we may be able to do better deals for franchisees. Although our franchisees buy most of their stock through AAH, they do not buy all of it. In the future we may be able to give them better margins if they buy more of their stock through our company."

Family aside, Mr Orme likes to relax playing the piano, keeping fit with badminton and reading science fiction. Anne McCaffry and Arthur C. Clarke are among his favourites, but flights of fancy do not appear to penetrate his working life: plans for the future of the company look to be uncompromisingly realistic.



## Counting the true cost of a product launch!

John Thompson is concerned about possible Government action on "payments to pharmacy contractors". He invents a "hidden agenda" on drug costs (*C&D*, Letters, May 15), of which Perinal is cited as an example — but his assumptions are mistaken.

"Little or no safety trials were needed" — says Mr Thompson. In fact, before Perinal was licensed, the CSM required a very considerable amount of work, culminating in multi-centre, double-blind, cross-over clinical studies. "Metered dose pump sprays are not expensive" — we are told. However, Perinal's presentation is unique; it is the only spray integral to a laminated tube which can be used in any orientation.

Mr Thompson's estimate of direct ingredient/component costs fails to take account of many essential, ancillary expenses — pharmaceutical, clinical and analytical development, regulatory work and Medicine Control Agency fees, manufacturing costs good manufacturing practice standards, quality control and analysis, warehousing and distribution, marketing, accounts, administration, trade discounts etc.

Risk has no mention — the fact that most products under development never see the light of day. The funding of inevitable R&D failures can only be met out of the relatively few products that succeed. Perinal addresses the unglamorous and neglected treatment area of *pruritus ani* by providing significant benefits to patients — at an economic price which compares favourably with competitors.

The Government is urged to "investigate the cost of each and every drug". The UK drugs bill is actually about half that in France, Germany and Italy and our prices rank about fifth in the EC. We have a £1.3 billion trade surplus on medicines. Companies do not have a free hand in pricing. We cannot increase any drug prices without DoH approval and most products, like Perinal, require prior DoH approval of price before introduction. On top of these constraints is the Pharmaceutical Price Regulation Scheme, whereby the DoH scrutinises every aspect of company's costs.

We now also have the Selected List (blacklisting) extended to ten new therapeutic categories. If anyone is entitled to believe in "hidden agenda", we must be. Mrs Bottomley's announcement last November

targeted categories occupied by all of the products which we have developed and marketed for NHS prescription over the past thirty years. It remains to be seen whether Dermal has any future as one of the few independent, British pharmaceutical companies.

There is a remedy available to those who criticise the industry and believe it is easy (and cheap) to develop and market new pharmaceutical products. Instead of sniping on the sidelines, it might be productive — and it would certainly be instructive — for critics to see whether they can do better. Talk is cheap — developing successful pharmaceutical products is not!

### Michael Yarrow

Managing director, Dermal Laboratories.

## Substitution of generics — a clarification

I am writing to clarify one point in your summary report of the recent meeting in Brussels of the Pharmaceutical Group of the European Community (*C&D* May 1). I said that I have no objection to generic substitution if the scientific data on which a judgment can be made is available to the pharmacist. In my opinion, this is feasible only if the patient is under controlled conditions eg in hospital.

The commonly accepted definition of "bioequivalence" is that the desired parameters differ by no more than  $\pm 20$  per cent from a standard product — usually the "brand leader". This means two generic products can be licensed as "bioequivalent" when the active ingredient of one is 80 per cent and the other is 120 per cent "bioavailable". Compared to the standard, both are "quality" products, approved by the registration authorities, but they are not consistent medication. I cannot believe it is in the best interests of a patient in the community, stabilised on chronic treatment, to be given the product of another manufacturer when the difference in "available" active ingredient can be as much as 40 per cent.

May I add that I cannot understand why some European community pharmacists, with no *in vivo* data on which to make a judgment, consider their ability to substitute medicines somehow improves their professional standing as pharmacists. I should have thought a community pharmacist's ability to advise general practitioners on rational prescribing would improve their professional standing somewhat

more than their ability to substitute the cheapest available generic.

### M.J. Nicholson

Vice president, Professional Group of Industrial Pharmacists

## More signed petitions held up in post?

In common with other pharmacists my Pharmaceutical Services Negotiating Committee petition attracted massive public response. The accompanying PSNC letter dated April 21 and received on Saturday April 24, requested collection of signatures over the following three weeks — presumably the last week in April and the first two weeks of May ie to May 16.

On Tuesday afternoon May 18, a telephone call was received requesting return of the petition. On making further inquiries I learned that PSNC Chairman, David Sharpe was to present the petition to Health Secretary, Virginia Bottomley on Thursday May 20.

There was no way my petition could arrive and be processed in time for their meeting and I suspect I am not alone. Nowhere in the PSNC letter was there any information of this

May 20 presentation of signatures. There must be thousands of signed petitions in transit; many good people's endeavours may have been wasted.


Whatever David Sharpe's opinion of petitions and their value, his views and those of other members of the Society are clearly wildly out of line. He asks us to act, then dismisses our actions as valueless. It would be interesting to know how many signatures were not presented.

### G J Weaver

Bath


No. of days treatment NB Ensure dose is stated		NP	
Aspirin Dispersible Tablets 75 mg THIS MACHINE IS A SILLY ASS			
Quant. 30 dispersible tablets			
*	*	*	*
*	*	*	*
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# Record numbers for Unichem

The fourth Unichem trade show held at Chessington World of Adventures last Sunday attracted 1,050 pharmacists with 3,750 families and friends, a record turn out

More than 60 manufacturers took stands to promote their latest products and offer discounts on orders taken on the day, while Unichem launched their latest Summer promotions.

A two-part Unichem and Kodak joint promotion will feature a window display competition and a mystery shopper. Also 30p money-off coupons for own brand products will be supplied with processed prints.

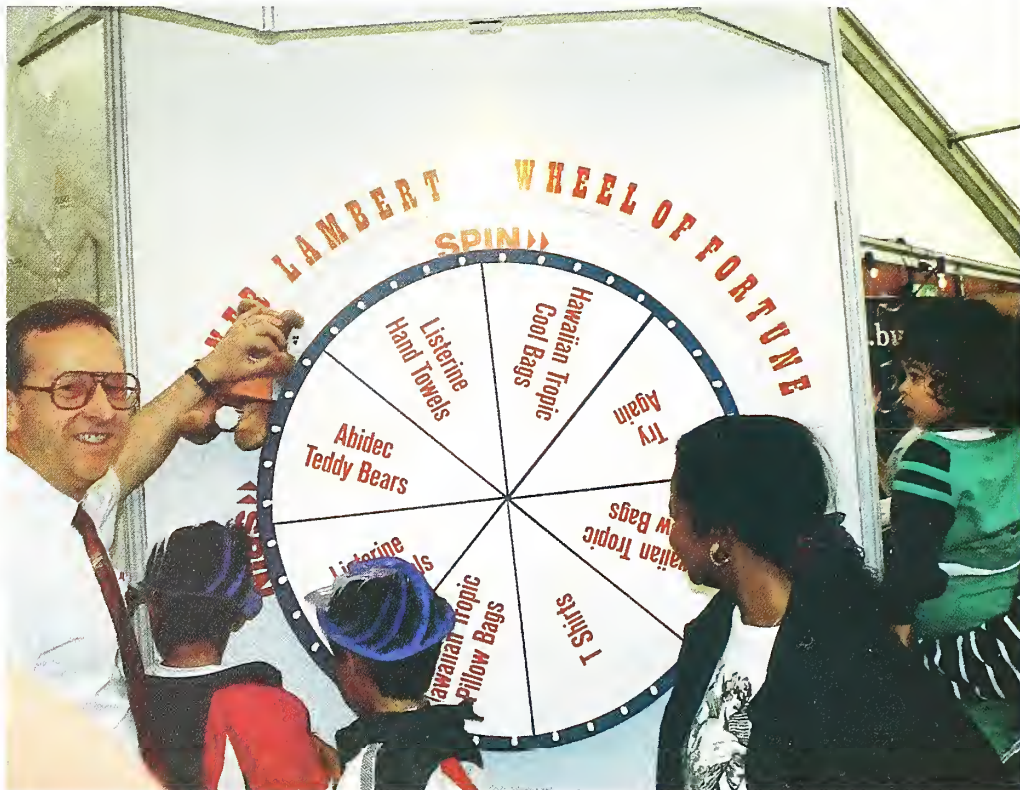
## Around the stands

- Rhone Poulenc Rorer ran a free prize draw to win a new Sony remote control colour TV that is so new it is not even in the shops yet!

- Kodak launched their Summer promotion of six free shots on 110 and 135 colour films. A new mini 110 camera, the Cameo, was also on show destined to be on-shelf in July (£19.99).

- Goldshield Pharmaceuticals featured the specialist dry skin formulation, Imuderm, for the first time at a trade show. Sales are doing very well said Shane Dogerly, the sales manager.

- The Jenks Group stand was a lot busier than last year, said Kevin Newbury, national account manager, especially on their recent addition Deep Heat and Werthers Originals.



A prize every time on the Warner-Lambert "wheel of fortune". "The Abidec teddy bear has been the most popular prize," said Steve Coombes, the national accounts sales manager



Steve Stowe, territory representative from Healthcrafts, celebrates "their most successful product for a long time" — Time Release Multi-vitamins with Minerals — by throwing in a free clock



Milupa national trade sales manager Stephen Thomas highlights the new Junior range launched in February



Popcorn sweetened with Canderel proved popular. Sales executive Susan Gregory (right), from Searle, hands some round with help from (left to right) national field sales manager Nigel Richards and Ian Lister and Kevin Prince, national account executives



Pharmacist Melville Moss of F.W. Sadler & Son in Hove measures his carbon monoxide levels at the Nicotinell stand



# Businessnews

## Update on Unipos

Pharmacists with Unipos equipment and software will have it replaced by the John Richardson Epos system at no cost to themselves following an agreement between Unichem and JRC.

The transition to the JRC system will be as quick and smooth as possible, say Unichem. Hopefully it will be complete within the next two months. In the meantime Unichem expect to be supportive of the hardware and software of the current Unipos system.

Jeff Harris, chief executive of Unichem, says that Unichem will no longer have a contract with the pharmacists who have an Epos system. A contract will be made between the customer and JRC. There is no sense in Unichem being involved in this area, said Mr Harris, since JRC were the experts and Unichem have no expertise.

"This has been an extremely

difficult exercise for the 170 customers who are Unipos users," said Mr Harris.

In effect, JRC takes over from Unipos. Unichem cannot get support on the RDS system now that RDS have ceased trading

(there is a creditors meeting on June 2). Mr Harris said that he recognises JRC's good reputation and because the systems were compatible it would not be necessary for the pharmacists to relearn the systems.



John Richardson(l) of JRC and Tony Foreman of Unichem shake hands

## Hadley Hutt endorsement

The PILLS patient medication record system from Hadley Hutt Computing now has the addition of an endorsing facility. The feature is said to offer community pharmacists various ways of dealing with the problem of accurately endorsing prescriptions.

The system will also produce a monthly NHS statement.

Existing PILLS customers will receive the endorsing update free of charge. The annual charge for program updates, monthly data updates and software support remains the same at £199.

## Scotia patently first

The UK patent office has granted the first supplementary protection certificate giving a medical product up to five years further protection after the expiry of its current patent.

Scotia Pharmaceuticals has been granted the extension for the use of lithium succinate and zinc sulphate as the active ingredients of Efalith ointment for the treatment of seborrheic dermatitis.

The extra period of protection is intended to compensate for the period it takes to obtain marketing authorisation.

The certificate has been granted under EC Regulation

1768/92, which came into force at the beginning of the year.

Scotia Holdings are planning to go for a public listing following a period of diversification into research based pharmaceuticals from their OTC products.

In the company's interim report and accounts chief executive David Horrobin says Scotia's Efamol business has been providing funds for pharmaceutical R&D for some 13 years. Since 1988 the company has been granted product licences for Epogam, Epogam Paediatric, Efalith and Efamast.

Their UK pharmaceuticals are distributed by G.D.Searle.

## Boots and Sainsbury's trial marriage

Boots are planning to open in-store pharmacies in seven Sainsbury's foodstores on a trial basis. The trial will begin in July and go on "for as long as necessary".

The seven Sainsbury's involved are in St Albans, Ipswich, Dulwich, Camberley, Poole, Sevenoaks and Hemel Hempstead. Boots already have Boots pharmacies in the locality of these stores.

Initially the pharmacy will only be able to dispense private prescriptions and supply family medicines. They will need to apply to the local FHSAs to get a contract for NHS prescriptions.

In addition to the pharmacy, the Boots stores will stock a standard health and beauty inventory including toiletries, cosmetics, baby products and special foods. There are also plans to offer a D&P service in two of the outlets.

Managing director of Boots Gordon Hourston said: "I am sure customers of both chains will appreciate having the complementary ranges available under one roof."

• Boots in Wembley have relocated into premises purchased from Marks & Spencer. The two separate stores now trade next door to each other.

## SB link with HGS

Smithkline Beecham and Human Genome Sciences have formed an alliance to collaborate in large scale gene sequencing to convert genomic data into drugs and diagnostic products and services.

SB now have world rights to therapeutic, vaccine and diagnostic products and services developed from gene sequence data identified by the alliance.

The agreement also includes applications for development of body imaging products, devices and biosensor technology, plus applications for computing and animal health.

HGS will receive royalties on sales of products in the human and animal health fields and will be able to co-promote certain products; they have other rights.

## Schering relocate

Schering-Plough are to relocate their management team to 3 Falcon Way, Shire Park, Welwyn from the end of July.

## Retail prices...

The retail prices index (RPI) stands at 140.6 for April, 0.9 above the figure for March. It indicates a rate of inflation of 1.3 per cent in March, the lowest since February 1964.

## ...and retail sales

The index for retail sales for April is 101.9, down 0.3 from March but 2.4 per cent higher than a year ago.

## Progress via CTPA after difficult year

The cosmetic, toiletry and perfumery industry is broad-based, dynamic, innovative, and founded on researched products that make a significant contribution to British exports.

Cosmetic, Toiletry and Perfumery Association new chairman Bob Forrester, gave this up-beat message to guests at the 48th annual dinner of the Cosmetic, Toiletry and Perfumery Association last week.

"Our industry is special in

being used by male and female, young and old alike," said Mr Forrester, expressing concern about the "extremely difficult trading conditions" experienced by member companies recently.

Mr Forrester also spoke of the bureaucracy dogging EC cosmetic legislation — a recent order on importing caramel sweets had run to 2,593 words. Nevertheless he paid tribute to the CTPA secretariat for their ability to "handle anything thrown at them by Brussels".



# Classified

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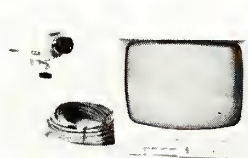


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## SHOPFITTINGS

# LEXDRUM

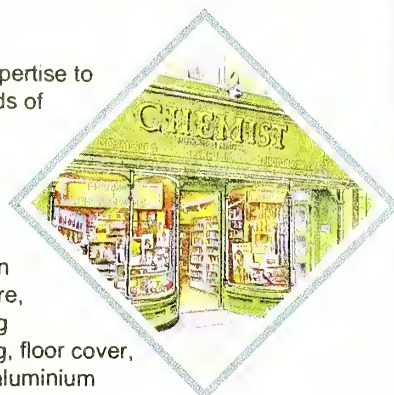
STOREFITTERS

**A COMPANY STRUCTURED FOR EXCELLENCE**

*"Innovative Solutions for  
the Retail Pharmacy"*

### Design

Lexdrum has the expertise to create high standards of design covering all aspects of the pharmacy profession. We offer a complete package from design concept, manufacture, installation, including electrical, decorating, floor cover, fittings, timber and aluminium shopfronts



### Manufacture & Installation

Equipped with the latest concept in modern machinery and technology our factory is capable of producing modular and custom built units, counters and joinery items. With our team of dedicated staff and highly skilled tradesmen we offer a flexible service tailored to suit the requirements of the retail pharmacy.



### Finance

Subject to financial status. We can offer attractive H.P. or leasing terms including short term interest free loans.

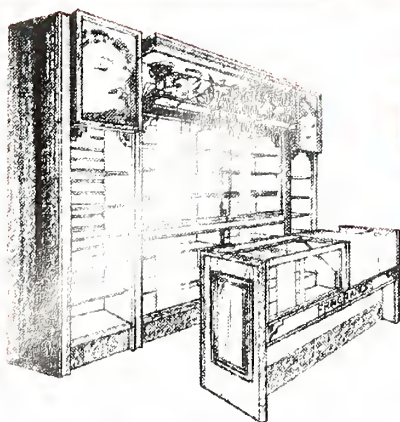


**KING CHARLES BUSINESS PARK,  
OLD NEWTON ROAD, HEATHFIELD,  
DEVON TQ12 6UT.**

**TEL: 0626 - 834077**



## SHOPFITTINGS



# SDC

## THE COMPLETE SHOPFITTER

**S**HOPFITTINGS TO SUIT MOST BUDGETS  
**D**ESIGNED FOR PROFESSIONALS  
 BY PROFESSIONALS  
**C**ONTINENTAL &  
 TRADITIONAL DISPENSARY

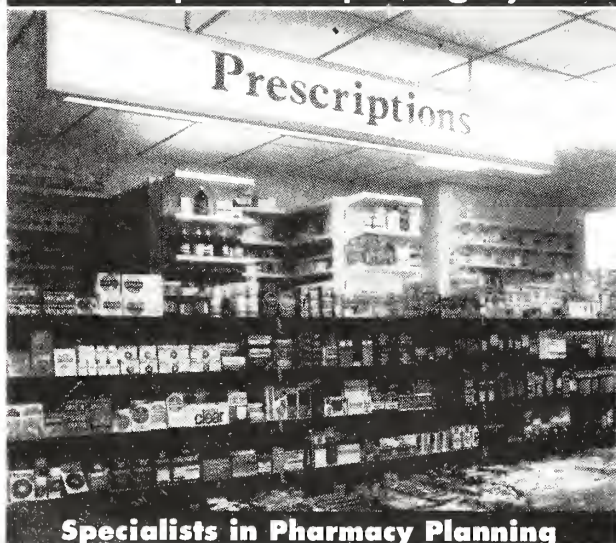
**0761 - 418941**

HALLATROW RD. PAULTON, BRISTOL



# MEP LTD

The Complete Shopfitting System



Specialists in Pharmacy Planning

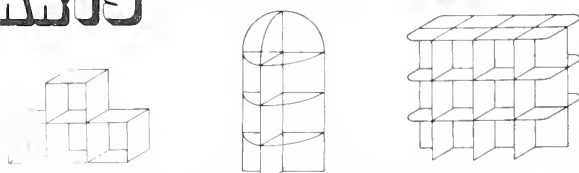
FREE PLANNING, QUOTATIONS &  
 MERCHANDISING ADVICE

**0602 420421**  
 design, installation, service

U.K. Agent for SYSTEM **MEP** and COLOUR **BOX**  
 MEP House, Croydon Road, Radford, Nottingham NG7 3DS

# CUBE ARTS

**VISUAL MERCHANDISING  
 AT ITS VERY BEST**



Designers and Manufacturers of Glass Cube Merchandising Displays.  
 Cube Arts Ltd., Unit 14, Kimpton Trade & Business Centre,  
 Minden Road, Sutton, Surrey SM3 9PF.  
 Tel: 081-641 8771 Fax: 081-641 8948

## SHOPFITTING SYSTEMS & SERVICES

- Free Independent Advice for Independent Pharmacists
  - Choice of Systems to meet *your* budget
  - Top design or unbeatable lowest price package
  - You can share in 30 plus years experience in pharmacy planning

Call Frederick Moore — 0525 222526  
 39 Cooks Meadow, Edlesborough, Beds. LU6 2RP.

## Shopfitting Specialists Ltd

FULL DESIGN SERVICE FROM CONCEPTION TO COMPLETION

- Pharmacy Units • Counters • Showcases • Shelving • False Ceilings • Lighting • Heating • Flooring • Shopfronts in Hardwood and Aluminium • Fascia Signage • Roller Shutters

NATIONWIDE COVERAGE

WALSALL (0922) 20422 — UNIT 15, FIELDGATE,  
 NEW STREET, WALSALL WS1 3DJ

## STOCK WANTED

## RETAIL PHARMACIST

Wishes to buy excess  
 dispensary stock

i.e. Sandimmun Oral Solution,  
 Genotropin 16 iU, Cyprostat Tablets,  
 Androcur.

**Chemist & Druggist List Price  
 Less 30% Paid**

No minimum quantity.

**Please phone 081-882 1646  
 for further details.**

## WANTED

Old Chemist Shop fittings, Bottles, Mirrors,  
 Drug Runs, Bow Cabinets, etc.  
 Complete shop interiors purchased.

**We try hardest, travel furthest, pay more.**  
 Tel: (0327) 349249 Eves: 41192 Fax: (0327) 349397



# Businesslink

## A FREE Service for Chemist & Druggist Subscribers

### PHARMACIST MANAGERS

**HERNE BAY, KENT** - Pharmacist manager or long term locum required for a newly fitted pharmacy. Excellent remuneration. Please Tel: 0376 520052 or 0763 248440 any time.

### LOCUMS

**LONDON E14** - Enthusiastic, reliable and business- orientated locum required for easily run pharmacy, long term. Tel: 071-538 4812.

**LONDON NW1** - Locum required every Saturday on regular basis. Tel: 081-946 6282 (day) 081-672 8007 (eve).

**CLAPHAM AREA** - Regular locum pharmacist required for late night dispensing (7pm-10pm). Tel: 071-622 3147.

**LONDON NW8** - Experienced and enthusiastic pharmacist required Wed and Thur regularly for community pharmacy. Tel Mr Sodha on 071-624 1033 (day) 081-205 4491 (eve).

**LITTLEHAMPTON AREA** - Locum required for regular Saturdays. Tel: 0903 786164 (day) 0705 461477 (eve).

### DISPENSING ASSISTANTS

**CAMDEN** - Dispenser/assistant manager required to help run small community pharmacy. Experienced person should ring 071-485 2159.

### SITUATIONS WANTED

**YORKSHIRE AREA** - Locum available immediately and for holiday season. Experienced in stock control, buying, residential homes, etc. Tel: 0484 515688 or 0850 613668.

**ESSEX/SUFFOLK/LONDON** - Community pharmacist available Saturdays from 1.7.93. Please 'phone 0255 572845.

**EAST LONDON/ESSEX** - Locum pharmacist available for regular or occasional Mondays and Tuesdays. Experienced, reliable and highly recommended. Tel: 081-534 1652 until 9pm or 071-473 0342.

**LONDON** - Reliable, friendly locum pharmacist available on a daily basis (Saturdays included). Tel: 081-992 7035 (eve).

**ESSEX/SUFFOLK/LONDON** - Community pharmacist available Saturdays from July 1. Please 'phone 0255 672845 (work).

### EXCESS STOCK

**TRADE LESS 25%** - 5 x 500ml syrup, 3 x 10 Coloplast MC2000 No.6100/10mm bags, 1 x 30 Coloplast MC2000 No.5950/50mm; ostomy bags; 3 x 60 Lodine 300mg, 1 x 12ml Trosyl nail solution plus others. Tel: 0622 717141.

**TRADE LESS 30%+VAT+POSTAGE** - All well dated. 10 Kelfizine W; 84 Rifadin 300mg; 78 Slo-Phyllin 125mg; 56 Ne-gram; 56 Trandate 200mg; 2 x 56 Trandate 100mg; 30 Maloprim. Tel: 0742 343615.

**30% OFF+VAT** - Dithrocream 2% x 2; Dithrocream 0.5% x 1 (exp 9/93). Tel: 081-520 5820.

**TRADE LESS 30%** - Distaclor caps 1 x 100 500mg; 3 x 56 Trascor 80mg; 1 x 100 Sabril tabs. All trade less 30%. Tel: 0622 882386.

**TRADE LESS 30%+VAT+POSTAGE** - 1 x 250 Hexopal Fort (exp 1/94); 1 x 112 Hexopal Fort (exp 9/93); 23 x 2 Picalax sach (exp 10/93); 120 Asacol tab (exp 10/93). Tel: 0643 862455.

**50% OFF TRADE+VAT** - 13 x 30 Hollister 3319; 1 x 30 Hollister 3119. Tel: 0472 356789.

**TRADE LESS 33%+VAT+POSTAGE** - 50 Nalcrom; 52 Rimactazid 300; 30 Transiderm-Nitro 5; 84 Drogecil; 354 Zinamide 500mg; 100 Broxil (exp 6/93); 100 Rheumox 600 and others. Tel: 0689 841251.

**TRADE LESS 25%** - Parlodel 10mg caps 3 x 100 (exp 2/96) and (6/96). Tel: 0797 222241.

**TRADE LESS 40%+VAT+POSTAGE** - Drogecil x 182 (exp 28/10/94). Tel: 0484 602991.

**TRADE LESS 50%+VAT+POSTAGE** - 252 Questran (exp 7/93); less 30% 114 Loxapac caps (exp 1/95). Tel: 0252 542807.

**COST LESS 30%+VAT+POSTAGE** - Ventolin nebules 2.5mg 18 x 20; Atrovent Nebules 2ml 10 x 10; Surgicare S260 2 x 30. Tel: 021-373 4445.

**TRADE LESS 30%+VAT+POSTAGE** - Betnesol 0.5 x 201; Dianette 2 x 21; Neulac-til 2.5mg x 126; Precortisyl Forte 57; Trandate 200mg x 109 and many others. Tel: 0963 250259.

**TRADE LESS 30%+VAT** - 5ml Teoptic 2%; 28 Corgaretic 40; 28 Corgaretic 80; 75 x 2ml Gentacin vials 40mg/ml. Tel: 0702 544104.

**50% OFF+VAT+POSTAGE** - 5 x 60 Liskom (exp 2/95); 3 x 500 Triam-Co (exp 10/94). Tel: 081-422 3905.

**TRADE LESS 30%+VAT+POSTAGE** - 12 x 20 Ventolin nebules 5mg (exp 94); 20 x 10 Atrovent nebules 500mcg/2ml (exp 95). Tel: 081-959 3520.

**TRADE LESS 40%+VAT+POSTAGE** - 8 x 30 Hollister 3315. Tel: 081-462 7511.

**COST LESS 30%+POSTAGE** - 1 x 28 Aldactide 50; 1 x 17 Sandimmun 50mg; 1 x 15 Sandimmun 100mg; 52 x Dolobid 500; 2 x 120 Alu-Cap; 1 x 100 Atomid 500mg; 1 x 100 Rheumox caps; 1 x 100 Salazopyrin and many others. Tel: 051-339 3123.

**TRADE LESS 30%+VAT** - 4 boxes Surgicare S261; 2 boxes Surgicare S241; 1 box Ileodress S853. Tel: 0625 423465.

**TRADE LESS 25%+VAT** - 6 x 100 Provera 100mg tab; 10 x 10ml Becotide susp (neb). Tel: 081-450 7873.

**TRADE LESS 40%+VAT** - 2 x 300ml Tenormin syr; 3 x 28 Elantan LA25; 1 Suprefact vial 5.5ml; 72 Centyl 5mg; 1 x 10 inj Clexane 40mg. Tel: 081-904 4197.

### WANTED

**OXYGEN** giving sets in good working order. Drug Tariff specification. Tel: 0594 542517.

### FOR SALE

**SHOP FITTINGS** (second hand). Very cheap, must clear. Any offers accepted, part of whole, buyer collects. Tel: 0494 530138.

**TILLS** - Casio 3058 ER £200 and H15 £100 +VAT. Tel: 0923 825753.

**ILLUMINATED** green cross. Good cond. £50. Tel: 0858 467027.

**TICKETTY-BOO!** - complete system for sale. £100 ono. Tel: 0272 264785 (24 hrs).

**TELEVISION** Closed circuit, b/w monitor + 2 cameras complete with ball and socket mounts and all cables in good working order £250. Also Phillips b/w monitor 12" Brand new £50. Tel: 0706 627871.

**GOOD QUALITY** fixtures and fittings. Glass cabinets; glass shelving; security mirrors. Excellent condition. Offers. Tel: 071-248 1356.

**CEILING FANS** - x two. Complete with switches. £40 each or £75 both. Tel: 0706 627871.

**CAVALIER GS** - Last chance for a bargain.

1990 'G', white, full spec. 58,000 miles with f.s.h. Tel: 0475 672193 or 050581 5461.

### ACCOMMODATION

**ISLES OF SCILLY** - Very comfortable flat in beautiful, peaceful setting. Vacancies May - Oct. Sleeps two. Tel: 0720 22403 (day) 0270 22533 (eve).

**SOUTHERN FRANCE** - Fortified medieval house for you/Carcassonne and Pyrenees near to view/Call direct to find out live/on 064-44 605.

## PLEASE MENTION "C&D BUSINESS LINK" WHEN RESPONDING TO ADVERTISEMENTS ON THIS PAGE

### IMPORTANT

Because demand for free Business Link entries exceeds the space available, subscribers are asked to comply with the 30-word limit. To avoid delay in publication, please ensure that brand and drug names have the correct spelling and that the text is legible.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.

**EXCESS STOCK CAUTION:** Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname . . . . .

First names . . . . .

Address . . . . .

. . . . . Postcode . . . . .

Personal RPSGB Registration number . . . . .

Telephone number . . . . .

Proposed advertisement copy (maximum 30 words)

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To be included under section Heading . . . . .

Signed . . . . . Date . . . . .



# About people

## Blood bath at the NPA

Blood has been flowing freely at Mallinson House in St Albans, but all in a good cause. The National Blood Transfusion Service received blood donations from 14 of the 94 staff at the National Pharmaceutical Association headquarters.

Although NPA staff have been reliable donors over a number of years, the numbers donating had dropped because of retirements and pregnancies (blood cannot be taken from pregnant women or those who have had a baby within the last year). However, a memo from Celia Nex, in the personnel department, soon boosted the numbers willing to replenish the blood bank — many for the first time.

Linda Long, from the Registry department, received a bronze award for donating ten pints of blood.

Valda Elson explained that there is a "terrible shortage of donors and blood, particularly blood group O, the most common group. People mistakenly assume that there is a plentiful supply because it is so common, but it also has the biggest demand."

Recently in the South Thames region a cyclist injured in a traffic accident required 400 pints of O-negative blood. This blood group is in particular demand because it can be used for all people with all types of blood.



The National Pharmaceutical Association Board officers for 1993-94 from left to right: Mr David Thomas (Midlands) treasurer, Mr Edward Brown (Scotland) chairman and Mr Gordon Bullous (North East) vice-chairman. Mr Brown is also the chairman of the Scottish Pharmaceutical Federation



Ewan Cuthbertson with Jenny, the truck he drove to Bosnia

## Pharmacist on Bosnian mercy drive

A trip to Bosnia turned out to be a "great adventure" for pharmacist Ewan Cuthbertson last month.

Mr Cuthbertson, principal pharmacist from Birmingham prison, was the only pharmacist on the trip which had been arranged by the Round Table. Thanks to AAH Pharmaceuticals and the pharmacists of Eastern Scotland, Ewan was able to take with him thousands of pounds worth of medical supplies, collected in just ten days.

The convoy was aiming for Tuzla in Bosnia but it was advised by the United Nations not to go

on when they reached the Bosnian border because the fighting was so intense. Ewan's adventures along the way included breakdowns, getting lost and separated from the group, and catching a ferry to avoid the shelling on the route.

The medical supplies were entrusted to a UN hospital for distribution and have now successfully reached their destination.

Ewan is hoping to return to Bosnia in the Summer, this time taking a group of pharmacists with him.



Andy Brough, marketing manager for Nicobrevin, presents divisional officer Kelman (left) and nurse Anne Clarke (right) with a £1,000 cheque while they hover 70ft above the ground in a hydraulic lift. Intercare paid up after Strathclyde firefighters managed to give up smoking with the help of Nicobrevin Stop Smoking Support Course

## Wanted! Nominations for asthma award

Pharmacists can now nominate their young asthma patients who have been successful in a leisure or school activity for an award. The prizes on offer are a trip to Rome to meet Paul Gascoigne and see him play for Lazio, a trip to a London recording studio to meet Rozalla and watch a pop video being made, and a guided tour of the BBC TV studios by Toby Antis.

The Absolutely Asthma Award is being supported by the National Asthma Campaign and Allen & Hanburys. Its aim is to demonstrate that young people with asthma need not suffer a restricted lifestyle if their asthma is well managed.

The Award is open to all young people aged between seven and 17 years who have asthma and have succeeded in a particular area of their lives. Entry forms are available from **The Absolutely Asthma Award, PO Box 200, Bradford BD7 1HQ, the closing date for receipt of completed entry forms is July 16, 1993.**



Vernon Bradley, marketing controller for Sterling Health, presents £7,000 to Sterling's adopted charity, the Carers National Association as the new Guildford branch of the charity is opened. Receiving the cheques for the CNA are Jennie Hook and Jill Pitkeathley

## APPOINTMENTS

**Roger Bell**, commercial manager of the Pharmaceutical Division of Fisons, will be the council chairman of the British Association of Pharmaceutical Wholesalers.

**Mrs Anne-Marie Nelson** is to be the new chairman of the Special Hospitals Service Authority.

Remchem International have appointed **Ian Brown** as the new external affairs manager.

**Bryan Baker** is to be the new chairman of the West Midlands Regional Health Authority.

**Tony Davies** is the new sales manager to the Tisserand retail division of Aromatherapy Products.



# THE UK MARKET LEADER

- **Best selling smoking cessation product -**

56% share of nicotine patch total cash sales <sup>1</sup>

- **Leading nicotine patch in the prescription market -**

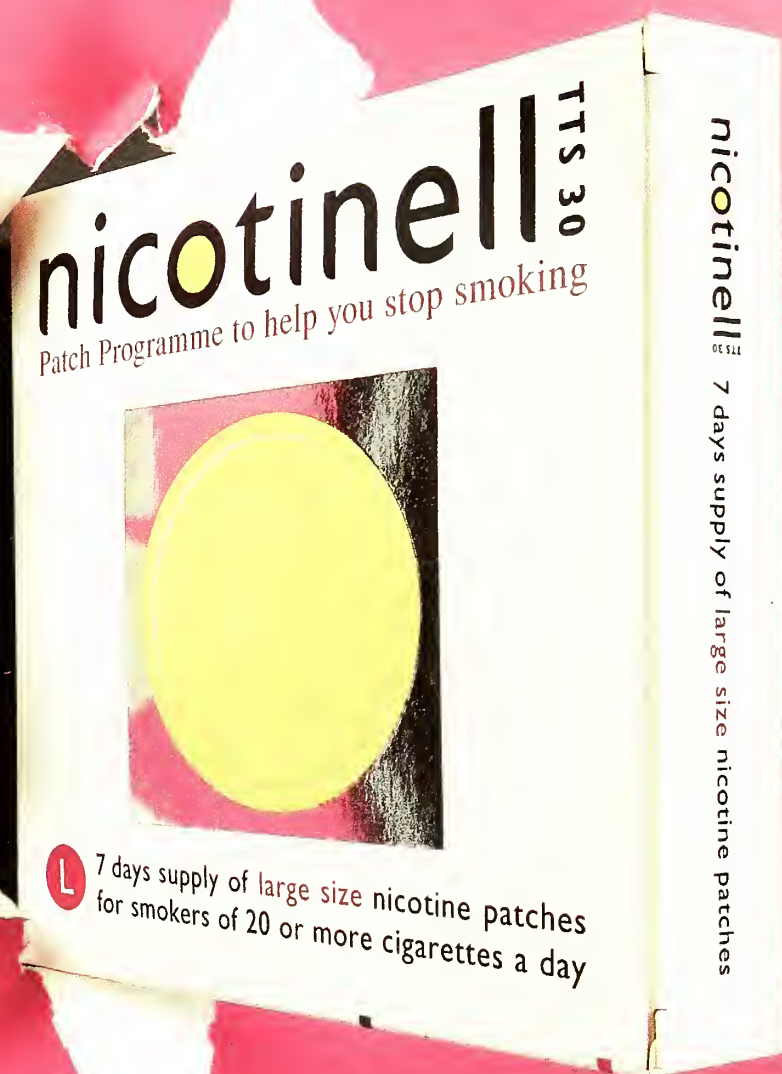
More than twice the market share of any other nicotine patch <sup>2</sup>

- **Leading nicotine patch OTC -**

54% share of sales events in the OTC nicotine patch market <sup>3</sup>

- **Leader in TV advertising recall -**

2nd place 2 weeks running for prompted recall of NICOTINELL advertisement above PG Tips, Kellogg's Cornflakes, Coca-Cola and all other nicotine products <sup>4</sup>



## MAKE YOUR PROFITS SWELL - RECOMMEND <sup>®</sup> NICOTINELL

1. Nielsen Jan/Feb 1993. 2. Scriptcount 4 weeks to 26 March 1993. 3. Based on number of sales events, Counterpoint, smoking cessation, nett data, Jan- March 1993. 4. Adwatch, Marketing 25 March and 1 April 1993.

### Geigy



# THE WINNING FORMULA

**Palmolive SHAVE-A-THON**  
THE PAUL O'DORMAN FOUNDATION FOR CHILDREN WITH LEUKAEMIA

**First ever National Sponsored Shaving Event to raise money for children's Leukaemia research**

Only one brand of shaving products is targeted to meet everyone's needs.

**And that's Palmolive.**

We've just designed bold new packaging for our range of Foams, Gels and Creams and introduced aluminium, rust free cans to further increase demand.

Not to mention a £2m marketing support programme including our £1m multi-media supported Palmolive Shave-a-thon which will be one of the most talked about fund-raising activities this summer.

Another winning combination for You - from Palmolive.



For further information call Michael Bealing, chemist development manager Colgate-Palmolive on 0483 464649.